



## PROFILE

A Salesforce Enthusiast / Banking Customer Service Specialist / Office Manager: Executed trades on behalf of Director in DFM. Knowledge and Interest within the Financial Sector, Foreign Exchange (FX) option.

Seeking to achieve high career growth through continuous learning process within the Derivative market.

Customer Service: Received Certificate of Appreciation for 99.22% call quality from Du.

## CORE COMPETENCIES

Customer Service Specialist- Banking Sector, Office Manager- Handled accounts/ recruitments/ Banking trades and Transactions/ Assisted Director in Company setup.  
Salesforce Administrator / Trainer

## CONTACT

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+971503877255 / 00971 585637596

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## PERSONAL DETAILS

Driving License: UAE  
UAE Visa: Husband's Sponsorship

## HOBBIES

Reading, Crafting

# MERLYN MANUEL

Salesforce Enthusiast / Banking Customer Service Specialist / Office Manager

## EDUCATION

**Master's in business administration- Finance (Derivatives) and Human Resource**-2009- from Mahatma Gandhi University – Dubai Campus

**Bachelor of Commerce** – Mumbai University, India 1999  
(Specialization: Accounts and Taxation)

## WORK EXPERIENCE

**dnata: Administration Co-ordinator / Salesforce Administrator cum Trainer**  
Feb 2012–May 2020

### Key Achievements: Salesforce Administrator/ Trainer

- Created and Customized the automation process in Salesforce
- Created system notifications/ workflows and designed users' processes
- Created and Scheduled Dynamic Dashboard and Reports for each Businesses / Head Office and for Executives.

### Job Role:

- Created User Manuals for Salesforce Users
- Planned the Salesforce Structure for the Team
- Provided Users Training for 96 users and Training Guides. Was the point for all Salesforce related concerns and enhancement requirements.
- Collated revenue data from all 13 businesses and updated Salesforce.
- Provided analytical data and trends of Key Customers.

### Key Achievements: Customer Service

- Created and maintained a database of our customers
- Successfully managed invitation, key customers for the Rugby 2012 till 2018 / Dubai Airshow and Dubai Jazz Festival 2017 – 2019/
- Managed Conference Invitations throughout my tenure.
- Channelized Customer Queries and grievances to the right department/ Business

## WORK EXPERIENCE

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### **Derby Debt Collections FZC: Collection Officer / Customer Service Represent**

May 2011- Jan 2012

#### **Key Achievements: Customer Service**

- Received Certificate of Appreciation for 99.22% call quality from Du.
- Acknowledge by superiors for efforts made towards collection contribution
- Acknowledge by Managers for training new joiners on system and processes

#### **Job Role:**

- Responsible to bring down overdue debts under 90 days.
- Provide high quality in customer servicing
- In charge of contacting Corporate customers for debt recovery
- Reconciled / negotiated and follow up on outstanding of Corporate customers.

### **Elaph Investments LLC.: Office Manager**

Nov 2006–Feb2011

#### **Key Achievements:**

- Planned the HR Policies & Procedures of the Organization and created Manuals
- Systematically managed personnel recording system, Annual Equipment Maintenance, Training of new Joiners, Employee performance
- Liaison with legal establishments/ Suppliers / Agencies, etc.
- Maintained the Legal Licenses /Contracts
- Managed the Bank Accounts/ Performed Reconciliation of accounts/ Recorded Financial transactions in Tally and inhouse Financial Systems
- Maintained Office Petty Cash
- Provided Training and Development Programs for Employees

### **E-serve International Ltd: Citi-phone Officer**

Mar 2003–May 2005

- Handling Customer Queries, Grievances and providing suitable solutions
- Educating customers on new / existing products and services and promoting banking products.
- Providing Financial alternatives to cater to customer's needs and requirements
- Attention to delighting customers through efficient service.

## SKILLS / ATTRIBUTES

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Positive Person, Team Player, Leader, Quick Learner, Smart worker, Creative