



Keerthi Raj

CRM | Administration Section | Sales Coordinator

5+ Years' Professional Experience in CRM Domain with 2 Year's Master's Degree (MBA) in HR & Administration.



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Qasimia Mahatha ,
Near Emigration Signal ,Sharjah,
United Arab Emirates



SYNOPSIS

Experienced CRM Executive with 5+ years of administration ,HR assistances,salescoordination , e-commerce and digital marketing experience. Proven track record in developing and executing CRM strategies, driving customer engagement and increasing lifetime value. Highly organized and efficient with exceptional analytical skills.



PROFESSIONAL EXPERIENCE

- ❖ **Paramount Establishment Trading,**
April'2022– Until Present
As an Administrator/ CRM Executive /Sales Coordinator/Local Procurement
- ❖ **Young Space Media**
October'2021 – March'2022
As a HR & Executive Administrator/Event Coordinator/Digital Media Executive/CRM
- ❖ **Trade House Co LLC (Terrazzo Group)**
November'2017 – July'2020
As a Executive Administrator/Front Office & CRM Executive



FUNCTIONAL RESPONSIBILITIES

FUNCTIONAL OVERALL RESPONSIBILITIES

- Collaborating with sales, marketing, customer service and operations teams to improve the customer experience.
- Act as a point-of-resource to other departments in the company relating to customers and the CRM software.
- Maximize characteristics and benefits of the CRM system.
- Create and interpret data from the software.
- Grant user access to the CRM system.
- Work with different employees to enhance customer care, sales, and marketing based on the CRM data.
- Stay on top of relevant statistics, including customer retention rate and customer satisfaction.
- Assisting with day to day operations of the HR functions and duties.
- Providing clerical and administrative support to Human Resources executives.

- Compiling and updating employee records (hard and soft copies).
- Deal with employee requests regarding human resources issues, rules, and regulations.
- Properly handle complaints and grievance procedure.
- Assist in payroll preparation by providing relevant data (absences, bonus, leaves, etc)
- Properly handle complaints and grievance procedures
- Coordinate communication with candidates and schedule interviews
- Conduct initial orientation to newly hired employees
- Coordinate sales team by managing schedules, filing important documents and communicating relevant information
- Ensure the adequacy of sales-related equipment or material
- Respond to complaints from customers and give after-sales support when requested
- Store and sort financial and non-financial data in electronic form and present reports
- Handle the processing of all orders with accuracy and timeliness
- Inform clients of unforeseen delays or problems
- Monitor the team's progress, identify shortcomings and propose improvements
- Assist in the preparation and organizing of promotional material or events
- Ensure adherence to laws and policies



EDUCATION

- ❖ **MBA – Master of Business Administration | 2022**
Specialized in HR & Finance
- ❖ **Bachelor of Technology | 2017**
Specialized in Electronics and Communication Engineering



PROFESSIONAL CERTIFICATIONS

- ❖ **Google Digital Unlocked**
The Fundamentals of Digital Marketing, 24/03/2022



CORE SKILLS

- CRM strategy development
- Campaign creation and execution
- Data analysis
- Database segmentation
- HR knowledge and expertise
- Content creation
- Performance reporting
- Project management
- Cross-functional collaboration
- Leadership ability.



COMPUTER STRENGTHS

- Operating System – Windows & Mac
- Microsoft CRM
- Microsoft Office
- Oodo
- Zoti
- Adobe Photoshop
- Bayzat
- Microsoft Dynamics ERP



REFERENCES

Available Upon Request



PERSONAL INFORMATIONS

- Date of Birth : 08th February 1995
- Languages Known : English, Hindi, Malayalam & Tamil
- Permanent Address : Karthika , Ezhakkad (PO), Palakkad, Kerala, India, PIN No. 678631
- Passport No : R3306902
- Passport Expiry : 24/07/2027
- Marital Status : Married
- Visa Status : Family Visa
- Visa Validity : 30/05/2024



DECLARATION

It is my profound conviction that I am capable to work in your esteemed organization with a leading team of technocrats with utmost sincerity and dedication, to the best of your satisfaction.

I hereby declare that the information furnished above is true to the best of my knowledge.

Place : Sharjah

Date :

Yours Sincerely,

Keerti Raj