

# ZOOFISHAN YUSUFI

ZuZuCodes Inc

(Willing to relocate)

(Can join immediately)

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## **OBJECTIVE**

***A resourceful individual with a proven track record in implementing successful marketing strategies, boosting organic traffic, and improving search rankings seeks a role in Marketing and Customer Retention in your company to maximize brand awareness and revenue through integrated marketing communications***

## **WORK EXPERIENCE**

**Apr, 2018 – June, 2021      Business Lead Manager, ZuZuCodes Inc ; Dubai, India**  
**Responsibilities –**

- Leading the day-to-day operations and management of the Marketing and CRM team
- Lead communications, negotiations, and/or meeting coordination with client's guidance.
- Proactively offering ideas and insights to improve customer's issues and challenges.
- Coordinating with clients pre sales, post sales and during development
- Resolving customer problems on each project milestone until the project is completely deployed.
- Answering and keeping record of tickets, emails and phone calls
- Product evaluation and feedback for ecommerce customers
- Conduct campaign management, campaign analysis and customer profiling
- Prepare reports on Excel, Google Sheet
- Understand key customer individual needs and addressing these
- Managing CRM related data flows and data mapping.
- Ensuring that data entry, maintenance and cleaning are performed to the highest standards.
- Manage and optimize a mix of multiple marketing channels and tactics including events and digital marketing i.e. Google Ads and other social media campaigns across different platforms and channels.
- Advise clients on creating profitable processes.
- Planning, coordinating, automating and delivering compelling email programs.
- Managing key vendor relationships.
- Running retention campaigns, from conceptualization right through to analysis.
- Carrying out research to find new and innovative ways of engaging customers.
- Liaising with the Digital Team to manage and improve data capture strategies.
- Ensuring that consumer relation initiatives are carried out seamlessly across the company's business via different departments and their teams
- Apply SEO techniques and other Digital Marketing Techniques for effective results
- Acting as the main focal point of contact for CRM and Sales Team within the company's management structure
- Actively involved with marketing and sales team to obtain sales goals of the organization by implementing feedback from customers and other stake holders

**Nov, 2017 – Feb, 2018      Digital Customer Project Manager, Ali Cloud Investment LLC, Dubai**  
**Responsibilities -**

- Monitor, build and maintain profitable relationships with existing customers through CRM systems.
- Capturing and interpreting both structured and unstructured customer data.
- Oversee the relationship with customers handled by team and resolve customer complaints quickly
- Sharing insights and results with the rest of the CRM team.
- Owning the relationship with Zoho and Vtiger CRM team
- Identifying what content drives the best engagement and response amongst different target audiences by cross selling and up selling
- Providing clarity to staff on businesses goals.
- Collaborating with the wider marketing team to maintain brand messaging and campaigns.
- Orchestrating the digital delivery of CRM and customer campaigns.
- Acting on post implementation reviews of CRM campaigns.
- Maintaining excellent standards of service and client communication at all times.
- Responsible for all SEO on page, off page and SEM activities.
- Completely manage their online business which included monitoring and managing Designing and Development of website, Online Reputation Management (ORM), Search Engine Optimization, Social Media Optimization, Enhancing User Experience, Keyword Targeting, Content Management and Advertising
- Co-ordinate with development team and inform them about the changes required in the website by analyzing user experience
- Ensure and maintain the sales report timely into organic sales, paid sales and social sales
- Analyze the effective and low sales and try to make improvements in the same by getting the changes done by the respective teams
- Evaluating and Monitoring the key competitors in the market – their sales and online strategies changes
- Be focused on the design, observe and guide respective teams for the relevant changes.

**Sep, 2015 – Oct, 2017      Customer Relationship Executive, Silver Syclops, Lucknow**

- Ensuring that CRM strategy is aligned with the sales and marketing plans.
- Working with other company departments to design, develop and optimize the CRM programmes to drive incremental revenue.
- Driving engagement with target audiences.
- Evaluating all customer communications to gain feedback.
- Building and maintaining strong relationships with stakeholders.
- Ensuring an Omni-channel strategy whereby the both Online and Offline communication is complementary and aligned.
- Coming up with new marketing ideas that will attract clients.
- Developing incentive marketing schemes and affiliate networks.
- Analyzing and interpreting data from marketing campaigns.
- Working closely with the Marketing and Finance teams to develop CRM analysis to drive performance.

## **GOOGLE CERTIFICATION**

Google Analytics & Google Ads Certification, Digital Unlocked Certification.

## **PROFESSIONAL SKILLS & KNOWLEDGE**

### ***Knowledge of Customer Relationship Management Software (CRM):***

***Zoho Recruit***

***Zoho CRM***

***Viger CRM***

***Hubspot CRM***

### ***Skilled in Search Engine Optimization (SEO):***

**On-Page Optimization:** Site & Site View Analysis, Alt Tag Optimization, Meta Tag Creation, Heading Tag, Keyword Research & implementation, Content Optimization, Broken Links, Speed Check, Site Map (XML, HTML), and Robots file Creation & Modification, Analytical Code implementation.

**Off-Page Optimization:** Backlink Creations, Blogs Creation & Posting, Bookmarking, Classified Posting, Image Submission, Guest Posting, Press Release, Google Mapping/Listing, Article Submission, Social Book Marking, PPT & PDF Submission, Social Profile Creation, Business Listing, Forums, Linkwheel Submission, Q/A submission etc.

### ***Google Analytics:***

Creating Weekly, Monthly Visitor analysis Report and Check Bounce Rate for the same, Organizing and creating reports based on behavior, Audience and Acquisition, Clicks & Impressions analysis, Funnel Based Goals Creation & Analysis, Deep knowledge of different admin setting of Google Analytics like View Settings, User Management, Filters, Alerts, Ecommerce setting etc.

### ***Social Media Optimization (SMO) & SMM***

Knowledge of creating social profile of different platforms (Facebook, LinkedIn, Instagram, Google+, Tumblr etc.), Post submission, Impression analysis, Insights analysis, Hash Tag Use, Knowledge of best practices to increase likes & followers etc.

### ***Google My Business***

Knowledge of generating leads via GMB and maintaining it periodically.

### ***Additional Skills & Knowledge:***

Google Adwords (Ads Creation, Implementation & Analysis), Affiliate Marketing, Email Marketing, ORM (Online Reputation Management), Facebook Ads, Digital Marketing Fundamentals & its processes, Knowledge of Wordpress Website Development.

### ***Additional SEO Tools Knowledge:***

Semrush, SEOprofiler, Moz, SpyFu, Ahref, etc.

## ***Additional Email Marketing Tools Knowledge:***

Sendinblue, Mailchimp

## **ACADEMIC QUALIFICATION**

<b>Master of Commerce (2019 – 2021)</b>	<b>Specialization – Commerce</b> <b>University – University of Lucknow, Lucknow</b>
<b>PGDBA (2016 – 2019)</b>	<b>Specialization – HR and Marketing</b> <b>University – Symbiosis Centre of Distance Learning, Pune</b>
<b>Bachelor of Commerce (Hons) (2013 – 2016)</b>	<b>Specialization – Commerce</b> <b>University – University of Lucknow, Lucknow</b>
<b>Higher Secondary Examination (2011 – 2013)</b>	<b>Stream – Commerce</b> <b>Board – ISC Board</b>

## **TECHNICAL SKILLS**

<b>Digital Marketing</b>	- Completed <b>ADVANCE DIGITAL MARKETING TRAINING</b> from <b>Dev Hi Tech</b> in June, 2016.
<b>Operating Systems</b>	- Windows XP, Windows 7, 8 & 10
<b>Databases</b>	- Basic knowledge of SQL.
<b>Package</b>	- MS-Office (MS Word, MS Excel, MS Power Point etc.)

## **PERSONAL DETAILS**

Father's Name	- Mr. Mohd Yusuf
Date of Birth	- 27 Feb, 1995
Language known	- English & Hindi
Nationality	- Indian
Passport No.	- R4319912

## **DECLARATION**

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above-mentioned particulars.

Date:

Place:

**ZOOFISHAN YUSUFI**