



# Huma Parveen

Manager (Customer Relationship Manager)

## Contact

**Address**

Raj Bagh , Ghaziabad  
201005

**Phone**

+919650914507

**E-mail**

humamalikcrm@gmail.com

## Skills

- Microsoft office expertise
- Problem-solving aptitude
- Operations management
- Strategic planning
- Ability to work under pressure
- Customer relationship management
- Business development

Dynamic manager with expertise in business development and customer relationship management. Proficient in strategic planning and problem-solving to foster strong client connections, drive repeat business, and ensure customer satisfaction. Recognized for enhancing team performance and implementing effective sales strategies, resulting in significant revenue growth.

## Work History

2024-06 -  
Current

### Sales and Marketing Manager

*Square Yards, Noida*

Actively seeking out potential clients and properties, through networking, marketing, or referrals.

Understanding of client needs, preferences, and budget to guide them and explain the focused project.

Keeping updated with market trends, property values, and neighborhood details to advise clients effectively.

Maintained strong, long-term relationships with clients, channel partners, and industry professionals for future referrals and repeat business.

Provided excellent support to clients throughout the buying process to ensure satisfaction and foster repeat business.

Strategised sales with upper management team and further trained team on the same.

Focus in meeting customer needs and expectations.

Analysing data and knowing the trend to improve customer experience and sales performance.

2022-07 -  
2024-06

### Assistant Manager (CRM)

*Intex Technologies (I) Ltd., Delhi*

- Managed Amazon Marketing Service(AMS) software to increase and manage the sales.

- Sales strategies
- Customer rapport
- Goal oriented

## Languages

English

Hindi

Bengali

- Ensured orders are getting processed daily.
- Interacted with different departments such as marketing, finance, service and the product department to ensure better customer journey.
- Analyzed customer feedback to identified area for improvement and provided solution to increase customer satisfaction score.
- Managed and handled E-mail and Chat system.
- Drived the sales performance by maintaining product hygiene.
- Managed ratings and reviews received by customers.
- Visited category managers (clients) to ensure good relationship and strategised sales with them on meetings.
- Provided insights on customer shopping trends to support selection and identified gaps.
- Collaborated with team members, set goals and delegated tasks to ensure that deadlines were met.
- Ensured good customer service by addressing and ensuring the timely resolution of customer issues or comments.
- Provided competitive analysis and reports on customer shopping trend weekly and monthly.
- Ensured compliance with all safety regulations by conducting regular inspection of products within the store.
- Monitored sales trends to adjust pricing strategies for optimal profitability.

2018-01 -  
2021-08

### Team Lead (CRM)

*Business2sell.com.au, Noida, India*

- Conducted regular feedback sessions with team members and observed teams work to avoid customer issues.
- Monitored team performance, identified areas of improvement and provided timely interventions to ensure increase in revenue through upselling.
- Collaborated with other departments like sales, after sales, marketing and development team to ensure smooth customer journey.
- Trained and mentored new employees.

- Assigned tasks based on individual strengths and weaknesses, resulted in improved team collaboration and effectiveness.
- Suggested changes in CRM Software for smooth run of the business.
- Took care of reviews on trustpilot.
- Handled complaints and escalations on call and on emails.
- Quality check and researched issues.
- Submitted daily final reports to product management.

2017-01 -  
2017-11

## **Customer Relationship Consultant**

*Hcl Bserv, Noida, India*

- Resolved client inquiries and provided direct assistance.
- Utilized customer feedback to improve customer experience
- Handled issues arising between customer interactions and dealership operations.
- Conducted survey to identify customer needs and preferences, resulting in improved customer experience and satisfaction
- Collaborated with Maruti dealership across India.
- Good communication and rapport building with Clients.
- Created and updated customer service documentation to ensure accuracy and compliance
- Turned customer questions into revenue-generating opportunities.
- Scheduled and executed client visits at Maruti showrooms.

2015-09 -  
2016-10

## **Quality Operations Intern**

*Koovs.com, Noida, India*

- Offered in-depth guidance and advice to team members.
- Led supervision and development for 9 Advisors.
- Met all customer requirements accurately.
- Devised a system to increase revenue by targeting abandoned carts.

- Increased company revenue through effective sales strategies.

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## Education

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2011-04 - 2014-05	<b>Bachelor of Commerce: Commerce</b> <i>Delhi University - Delhi, India</i>
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## Additional Information

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**Nationality** - Muslim  
**Marital Status** - Married  
**DOB** - 20-06-1994