

SHANU DUGGAL

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PROFESSIONAL SUMMARY

Results-oriented professional with 10 years of experience in sales and customer success. Expertise in leading cross-functional teams and implementing digital CRM solutions to enhance operational efficiency. Proven track record in launching new processes that improve client experience and deliver measurable business outcomes.

EXPERIENCE

Head – Projects & Client Operations, 12/2024 - 06/2025

Allied Axis Business Solutions - Faridabad, IN

- Spearheaded development and launch of custom app and CRM system to enhance client documentation efficiency.
- Designed and implemented comprehensive service processes for creative vertical in design and digital solutions.
- Led cross-functional team, ensuring timely project deliveries while tracking client satisfaction and payments.
- Conducted onboarding and training sessions to maintain quality and align team performance with KPIs.

Senior Customer Support & Sales Manager, 09/2023 - 10/2024

RishtaSite.com - Delhi, IN

- Resolved escalations to improve client satisfaction and retention rates.
- Implemented effective sales strategies, consistently achieving targets.
- Conducted performance reviews and provided coaching to enhance team member development.

Hearing Care Specialist, 01/2021 - 08/2022

Hear.com/Audibene

- Counsel patients and providing solutions regarding hearing problem
- Make appointments and make patients visit to clinic
- Act as a mediator between partner clinics and patients.

Sr Business Development Executive, 07/2020 - 12/2020

ExtraMarks Education Pvt. Ltd.

- Follow up on leads and explaining them concept of edtech and providing knowledge about platform
- Guiding and counseling students through telephonic and video conference sessions.

PROFESSIONAL IDENTITY

**Head of Project Delivery,
Customer Support, and Sales**

SKILLS

- Project and workflow management
- Team leadership and collaboration
- Training and mentoring
- Client relationship management
- Performance tracking
- Process optimization and operational excellence
- Cross-functional coordination
- Scrum expertise

EDUCATION

BBA II (Industry Integrated)
DAV Institute Of Management,
Faridabad, Haryana
Division: First Division

AREAS OF INTEREST

- Professional Development
- Leadership & Teamwork
- Creativity & Innovation
- Technology & Data
- Service Excellence and Issue resolution
- Customer Journey Mapping & Escalation Management

LANGUAGES

Hindi: First Language

Research And Country Advising Manager, 07/2016 - 05/2020

Global Opportunities Pvt. Ltd.

- Keep check on employees under my team and follow proper reporting
- Research on Universities of different countries
- Maintain the Risk Assessment Process of Students.

Data Researcher, 07/2015 - 05/2016

Eli Research India Pvt. Ltd.

- E-Mail Appending
- Data Research from database.

Counseling Manager, 12/2022 - 05/2023

DBB Worldwide

- Support Sales Function with operations in accomplishing business objectives
- Counseling Clients and guide them regarding proper process for relocation of pets whether domestic or international
- Keeping proper Follow-ups with employees regarding sales and after service.

English: C2

Proficient (C2)

Punjabi: C2

Proficient (C2)