



AKASH MATHEWS

PDGM Marketing/Operations

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ABOUT ME

A meticulous professional with highly developed interpersonal and communication skills (written and verbal) with proven performance in high pressure & team-based environment. Resourceful, assertive, creative, problem-solver, and reliable individual. Works effectively with cross-functional teams in ensuring operational and service excellence. Highly dependable, ethical, and reliable support specialist and leader that blends advanced organizational, technical, and business acumen.

Recognized by others as their go-to person to get any tasks completed. A tactical and inspiring team builder with experience in training and managing teams to deliver results

SKILLS SUMMARY

- Skilled Event Planner and Coordinator
- Customer focused, Skilled multi-tasker with attention to details
- Corporate Communications
- Client Relations & Customer Service
- Campaign Planning
- Delegation & Time Management
- Business Development/Sales
- Vendor and Inventory Management
- Training and Development

CERTIFICATIONS

- Digital marketing
University of Illinois at Urbana-Champaign

EXTRA- CIRRICULAR

- Co-founder - Content Duniya
- Freelance Content Writer
- Event Organiser

WORK EXPERIENCE

- Infoedge (99acres)**
Noida
July 2018- Mar 2019
 - Was responsible for the soft skill and language review of inbound and outbound telephone, chat and email inquiries of Service desk Reps
 - Evaluates and records the quality and performance to identify adverse performance trends and patterns.
 - Provides coaching, advice and guidance based on audit findings and delivers performance feedback to associates.
 - Provides input and assists with developing additional training or policy and procedure changes that may be required to enhance service productivity.
- Encore Capital Group**
Gurgaon
June 2016- Mar 2017
 - Worked as a Collection Expert in US Debt collection firm
 - Convinced and negotiated with debtors with more than 7-year-old unpaid accounts
- HCL Technologies Ltd**
Noida
Mar 2015- Mar 2016
 - Started out as an order management executive and moved up to complaint prevention and upselling.
 - Authorized to attend escalation calls as a process expert.
 - Proficient in communications and coordinating with different departments.
 - Specialized in handling dissatisfied customers and making sure all queries are handled diligently
- Marc Elevators**
Aug 2010- Jan 2015
 - Preparing all documents necessary for a client meeting (AMC Contracts, SLA's, Service reports, etc)
 - Handling all written and e-mail communications
 - Handling Calls and complaints
- Fortune Institute of International Business**
PGDM Marketing
2021
 - CGPA: 7.3
 - Assisting College Corporate Communication team as an intern.
 - Member of FIIB Grievance Redressal, Anti- Ragging Committees & Faculty Interview Committee
 - Student Coordinator of Corporate Internship Program
 - Co-head of the Strategy Club and Prose (Social media) Club at FIIB
 - Co-Organizer of TEDXFIB 3.0
 - Conference Coordinator of 5th/6th International Management Conference, International Case Conference-Katastasi and Management Conclave

ACHIEVEMENTS

- “Best advisor” in terms of complaint prevention for 6 months in HCL
- “Superstar award” for maintaining the process quality for the quarter.
- **Certificate of Recognition** for improving quality of 5 associates in a quarter
- **1st Runner up** of Branding Cocktail in Marketing Conclave of FIIB 2019
- Letter of Recommendation and appreciation from Professor and college management
- **Core Team Member** at multiple events Meraki, Finance Conclave, HR conclave, etc

PUBLICATIONS

- An article titled "Mental Wellness and Technology: A New Relationship In Making" published on the Thrive Global website - June 2020
- Assistant Editor of a book published by Bloomsbury - Management Practices in the New Millennium- Jan 2020
- Multiple articles published on LinkedIn and Content Duniya.

Links:

- <https://thriveglobal.com/stories/mental-health-its-a-disorder-and-not-a-disease/>
- <https://www.contentduniya.com/post/who-gets-first-in-line-for-a-covid-free-life-access-to-covid-vaccination>
- <https://www.linkedin.com/pulse/hypothesis-how-covid-19-has-transformed-our-people-dr-marcus-ranney/>
- <https://www.contentduniya.com/post/why-losing-a-friend-hurts-more-than-a-breakup>

REFERENCES

ARUN SANGWAN

Co-Director

Fortune Institute of International Business

T:9910135090

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SUMAN ROY

CEO

August Communications

T:9899230129

E:Suman.r@itsaugust.com

NIRJHAR KAPOOR

Lead Trainer- Harayana Region

Amazon.com Inc

T:9773711699

Swami Vivekanand
Subharti University
2017

Percentage Scored: 68
BA

Somerville School
2010

Percentage Scored: 59
XII (PCM- C)

Somerville School
2007

Percentage Scored: 82.5
X

INTERNSHIPS

Fortune Institute of
International Business
Sept 2019- Jan 2021

CORPORATE COMMUNICATIONS INTERN

- Promotional posters for college activities
- Compiling short videos or snippets of college activities
- Bringing in new faces for promotional activities
- Delegation of work among the student marcomm assist team

BUSINESS DEVELOPMENT AND GROWTH STRATEGY ASSOCIATE

- Facilitating client meetings, product demos, partner training and pilots
- Developing and delivering healthy business lead generation
- Driving sales by contacting, building and nurturing relationships with new leads and existing clients.
- Updating and maintaining the CRM system

CONTENT WRITER

- To assist in Primary and secondary research to quantify and understand the periodic sentiments of the Employees, Health care workers, and people.
- Analyzing, curating, and drawing inference from the data collected.
- To create content for a series of articles targeted for HR heads and CEOs.
- Leveraging content for creating leads.

BUSINESS DEVELOPMENT- SALES

- Handling the sales of the company
- Counseling and following-up with clients on calls
- Assisting our team in developing the marketing strategies for our company along with their daily work

MARKETING INTERN

- Sales & promotion, creating calling script and action plans for Cold calling sales.
- Collecting marketing data for cold calling.
- Persuading Corporates to buy Handicrafts.
- Creating Marketing proposals and pamphlets

CAMPUS AMBASSADOR

- Promoting college activities in Social media platforms and Pagal guy website
- Meeting goals assigned by the team and reporting back to them.
- Replying to queries posted by potential students

Ingenious Faces
Oct 2020- Dec 2020

Thrive Global
Apr 2020- Sept 20

Foformula
May 2020- Sept 20

Literacy India
Sept 2019- Jan 2020

PaGaLGuy
Aug 2019- Jan 20