

MD YASSER ASHRAF

House No:132 Jal Vayu Vihar Sector 30
GURUGRAM, 122001
+91-7869234732
yassermallik@gmail.com

Experience

April 28th 2017 - December 31st 2019

Cognizant Technology Solutions, Gurugram-Senior Process Executive (Digital Operations)

- Acting as a point of resolution for customers who have complaints
- Following correct escalation procedures to Line Management and/or Customer Relations.
- Obtain and evaluate all relevant information to handle inquiries and complaints.
- Direct requests and unresolved issues to the designated resource.
- Record details of inquiries, comments and complaints and actions taken.
- Communicate and co-ordinate with internal departments.
- Contact our customers who have put in requests.
- Understand their needs and pick up on additional or missing details.
- Identify and overcome objections.
- Take the customer through the sales process.
- Obtain customer information.
- Regularly update the Business Development with customer.
- Provide email and chat support to customers.
- To upload data after refining on the Gtech server
- To edit & modify client' s website for enough website traffic.
- To check ad content, quality and accuracy in an efficient, thorough manner.
- To create Google Ads
- To manage the portfolio of existing clients.
- Backend log updation and search engine optimization.
- In-depth website analysis.
- Achieve maximum ROI in paid search campaigns by collecting and analyzing data, and identifying trends and insights.
- Research and analyze advertising links of the competitors.
- Manage the expense and budget of campaigns, and estimate monthly costs.
- Optimize copy and landing pages for paid search engine marketing campaigns.
- Perform ongoing paid keyword discovery, expansion and optimization.

Key Skills

Customer Interaction, Customer Relationship, Customer Service, Key Account Management, PPC, SEO, SEM, DIGITAL OPERATIONS, On Page SEO, Off Page SEO

Education

Aug 2016

Kirodimal Institute Of Technology, Raigarh- BE(ECE)

May 2010

GOVT, H.S School, Raigarh- 12th

May 2008

Gyan Bharti Public School, Gaya-10th

Training & Certifications

Vocational Training In 8085 Microcontroller, Hyderabad

Project On RF Robot

Vocational Training From RR Energy PVT LTD, Raigarh

Course In Core JAVA

Achievements & Extra Curricular

Event Coordinator In Cultural Fest & Sport Fest In College

Class Representative Of The Branch For Four Years

Participated In NSS

Personal Interests

Movies/Music/Cooking/Travelling

Declaration

I Hereby Declare That The Information Furnished Above Is True To The Best Of My Knowledge And I Am Also Confident Of My Ability To Work In A Team.