

MOHAMED OSAMA YOUSIF HASSAN

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Summary

Experienced and dedicated Social Media Customer Support & Sales Specialist with over 3+ years of experience in multi-channel digital support, customer engagement and service improvement. A proven track record of achieving a 95% or higher first-call problem resolution rate, minimized response time for less than one minutes and increase the response rate over 99 hundred percent, reducing ticket volume through strategic enhancements in content and processes. Foundational knowledge in digital marketing, social media management and content strategy planning. Proficient in tools such as Meta Business Suite, Power BI, Excel and CRM for behavior analysis, streamlining workflows, and supporting data-driven decision-making. Bilingual (Arabic and English) with strong skills in communication, copywriting, negotiation, selling and both data entry & analysis. Collaborates effectively with cross-functional teams including marketing, product and engineering.

EDUCATION

Bachelor's (Honours) in Economic and Management Sciences

University of Garden City — September 2020

- **Major:** Business Administration
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PROFESSIONAL EXPERIENCE

Customer Experience & Digital Support Specialist (Team Member of Social Media & Outbound)

Sudatel Telecom Group, Ltd | Sep 2022 – Present

- Delivered multichannel support (email, chat and social media) with <1 min average response time.
- Responded to customer inquiries, complaints, and feedback in a timely and professional manner.
- Created content templates for standard responses and improved reply efficiency.
- Collected and analyzed data to report on customer sentiment, engagement trends, and FAQs.
- Collaborated with marketing and customer service teams to improve engagement and brand perception.
- Maintained brand voice and tone across all digital communications.
- Monitored and managed daily activity across multiple social media platforms (e.g., Facebook, Instagram, Twitter, TikTok, LinkedIn).
- Achieved 95%+ first-contact resolution on technical and account-related issues
- Collected and analyzed customer's support data to report on customer sentiment, engagement trends, and FAQs.
- Reduced ticket volume by 15% through proactive content and system optimization
- Created a knowledge base that reduced call volume by 20%
- Monitor META Business Suite and chatbots, ensuring 99%+ response accuracy and brand consistency.

- Handled crisis communication and escalations on social media platforms in coordination with management and legal teams.
- Trained and mentored junior team members in content creation, social media trends, and customer interaction best practices.
- Developed customer education resources (tutorials, guides), boosting feature adoption.
- Collaborated with Product teams to resolve UX pain points based on feedback.
- Maintained 90%+ CSAT scores consistently.
- Documented and escalated issues with clear reproduction steps for engineers.
- Reported performance metrics including resolution time and FCR via CRM tools.
- Sustained 99%+ response rate across digital channels.

Sales Executive

Emaar Real Estate SD | Feb 2023 – May 2023

- Surpassed sales targets by 120%+ through strategic prospecting and outreach
- Closed deals averaging \$25K+ through effective negotiation and product presentation
- Managed 50+ active client relationships, ensuring retention and satisfaction
- Analyzed market trends to uncover new opportunities
- Collaborated with marketing on targeted campaign execution
- Maintained accurate CRM data (Salesforce/HubSpot) with 100% integrity
- Increased revenue by 30% through upselling and cross-selling strategies
- Prepared weekly performance reports and forecasts

Contact Center Agent

Sudatel Telecom Group, Ltd | Oct 2021 – Aug 2022

- Handled 50+ customer inquiries daily with a 90%+ first-call resolution rate
- Resolved billing, service, and technical issues, reducing escalations by 25%
- Maintained 95%+ CSAT through empathetic communication
- Processed 100+ weekly transactions with 100% accuracy in CRM systems
- Maintained SLA compliance with <2 minute average handle time
- Upsold to 15% of customers, contributing to revenue growth, client acquisition and market analysis.
- Trained and onboarded 10+ new agents on systems and protocols
- Identified trends that led to a 20% call volume reduction via process improvements

CERTIFICATIONS

- **Mini BBA in Digital Marketing** – IQN (May 2025)
 - **Microsoft Power BI Certification** – SUDACAD (May 2024)
 - **Odoo Functional Advanced** – Inchone Center for Training (Sep 2022)
 - **Travel Sales Diploma** – Sudan Airways Training Center (Sep 2020)
 - **International Computer Driving License (ICDL)** – ECDL Foundation (Mar 2018)
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SKILLS

- **Technical:** Power BI, Odoo, Microsoft Office, Zendesk and SPSS.
 - **Data Analysis:** Data Collection, Cleaning, Preparation and Visualization
 - **CRM & Support Tools:** Meta Business Suite, Salesforce, HubSpot, Knowledge Base Creation and Chatbot Optimization
 - **Soft Skills:** Communication, Critical Thinking, Customer Support, Customer Relationship Management, Problem Solving, Teamwork, Flexibility and Time Management.
 - **Marketing & Sales:** SEO, Content Writing, Copywriting, Social Media Management and Negotiation.
 - **Languages:** Fluent in English and Arabic.
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INTERESTS

Cycling | Chess | Swimming | Travel | Snooker

REFERENCE

Ms. Rasha Sirelkhatim Hasaballa

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