

MUHAMMAD IMRAN

CRM Specialist | Customer Engagement | Data Analysis | Campaign Execution

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EXPERIENCE

Customer Support Manager

Captain Mobile Parts

📅 01/2022 – 03/2025 📍 Karachi, Pakistan

USA Based Company focused on mobile parts

- Managed customer complaints, ensuring timely resolution to enhance satisfaction and retention.
- Handled inbound customer calls and chat support to address inquiries efficiently.
- Maintained and analyzed market trends through CRM data to optimize pricing strategies.
- Monitored software performance, troubleshooting issues to ensure smooth operations.
- Reconciled bank transactions and managed inventory for efficient stock control.
- Developed and executed targeted marketing campaigns, leading to a 79% increase in customer retention.
- Analyzed customer data to identify trends and optimize marketing strategies.
- Collaborated with sales and marketing teams to streamline lead generation and conversion workflows.
- Automated repetitive tasks to improve efficiency and accuracy in customer interactions.

Key Accounts Manager (Customer Services)

Sidat Hyder and Morshed Associates

📅 04/2011 - 01/2012 📍 Pakistan

Assisted Reckitt Benckiser with customer services

- Ensured software functionality aligned with design specifications across Pakistan.
- Allocated tasks to subordinates based on their skills and expertise.
- Provided comprehensive training on software usage to clients.
- Delivered training and support to team members to enhance operational efficiency.
- Engaged with clients to discuss and implement custom module requirements.
- Handled customer complaints effectively, ensuring swift resolution.
- Resolved customer issues promptly to maintain high levels of customer retention and satisfaction.

Sales executive

Royal Bank of Scotland

📅 10/2010 - 03/2011 📍 Bristol, United Kingdom

Banking services and financial products

- Asked the right questions at the right time to identify customer needs and recommend the most suitable policy.
- Verified facts and gathered necessary information to make accurate policy recommendations.
- Provided comprehensive knowledge about the bank's products and services.
- Met and exceeded sales targets through effective client engagement.
- Answered customer calls and provided relevant and accurate information.
- Built strong rapport with customers to understand their needs and offer the best-suited product.

LANGUAGES

English

Advanced.

SUMMARY

I am a results-driven CRM Specialist with over 5 years of experience in customer relationship management, data analysis, and campaign execution. I excel in leveraging CRM tools to enhance customer engagement, optimize sales processes, and improve retention rates. I possess strong analytical and problem-solving abilities, combined with excellent interpersonal and communication skills.

KEY ACHIEVEMENTS

- ☐ **Boosted Retention Rates**
Increased customer retention by 79% through targeted marketing campaigns.
- ☐ **Enhanced Customer Satisfaction**
Resolved 95% of customer complaints within 24 hours.
- ☐ **Streamlined Operations Efficiency**
Automated 50% of repetitive CRM tasks.
- ☐ **Achieved Sales Excellence**
Exceeded quarterly sales targets by 30% at Royal Bank.

EDUCATION

BCS (Bachelors in Computer Science)

Institute of Business Management

📅 02/2002 - 12/2006 📍 Karachi, Pakistan

PGD Business Administration

University of South Wales

📅 02/2008 - 09/2010 📍 United Kingdom

MSc Project Management

University of South Wales

📅 02/2012 - 09/2014 📍 United Kingdom



