



AFSANA HELEN

+971 54 533 3409

afsanahelen@yahoo.com

Dubai, UAE

EDUCATION

BACHELOR OF INFORMATION TECHNOLOGY

From Al Dar University, Dubai - (2016 – 2021)

AS LEVEL

From Westminster School, Dubai - (2015 – 2016)

O-LEVEL

From Al Sadiq School, Dubai - (2013 – 2015)

WORK EXPERIENCE

IT & Digital Marketing Manger at HVAC Branch of Companies (Brothers Cool L.L.C., Power Cool L.L.C., Al Kassar L.L.C. & Al Naveed L.L.C.), Dubai

- Create and expanding our eCommerce websites and channel's business across several platforms with Profound knowledge of data analysis, SEO best practices, and search engines to boost search visibility, traffic, and conversion rates.
- Provide data-driven insights on your own, including consumer trends, categories, and product reviews in both participating and neighboring categories, to suit the various needs of stakeholders, such as marketing teams and e-commerce firm owners.
- Develop and produce eye-catching illustrations, graphics, and other content for digital media platforms.
- Produce and edit top-notch videos for social media and other digital marketing platforms.
- Handle social media networks, including posting and creating content with keeping up of market trends, business advancements, and algorithm changes to guarantee successful marketing tactics.
- Analyze how marketing initiatives, such as search engine optimization, display ads, and offline and online media, affect our brands' revenue, customer acquisition, and retention.
- Examine sales and offtake data to discover the main performance drivers. To find chances for expansion, analyze categories and competitors.
- Simplify and preserve the accuracy of many data streams, including campaigns, sales, market share, insights, and validation from various sources.
- Work directly with internal departments such as digital and marketing, as well as external partners in the ecommerce data and analytics arena, to improve measurement and monitoring capabilities. Collaborate with the IT teams to automate reporting and insights generation across various data platforms.

EXPERTISE

COMPUTING

- MS Excel
- MS Word
- MS Power Point
- MS Outlook
- MS Access

WEBSITE DEVELOPMENT

- C, C++ and C# Coding
- HTML, SQL
- WordPress

DESIGNING

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Canva
- Wilcom (Designing)

LANGUAGES

- **English**

Fluent

- **Arabic**

Good working Knowledge

- **Hindi**

Fluent

- **Bengali**

Fluent

COURSES

- **Software development**
- **Knowledge Management and Big Data in Business**
- **Digital Media, New Tools and Technology**
- **Software, Programming, and Database**
- **Digital Marketing**
- **Cybersecurity for Data and System Protection**

Administrative & Social Media Representative at Photon Technologies, Dubai

- Documentation from storing, organizing and managing files of monitoring to report by using Microsoft Office, scheduling meetings and travel, working with external vendors, interacting with visitors
- Created new system for receiving and filing physical mail and fax documents that improved efficiency and eliminated delays in time-sensitive issues.
- Used Photoshop to create compelling visualizations that regularly had engagement in excess of likes, comments, and share
- Compose and proofread memos, letters, reports, and presentations, providing accurate, concise, and error-free communication
- Designed and executed global social media strategy across followers on LinkedIn, Instagram, and Facebook
- Worked closely with the content marketing manager to represent the voice of the customer to generate new post ideas and amplify those posts on social media
- Plan, coordinate, and finalize details for travel arrangements and business development events.
- Conducting interviews provide training to new staff. Performing in-person and phone interviews with candidates to identify ideal staff for the company.
- Responding to complaints from customers.
- Serve as primary point of contact for an average of 30 incoming phone calls per day, addressing inquiries and resolving concerns.
- Communicate with clients and maintaining positive relationships and high client satisfaction.

Research Associate Internship at National Chung Cheng University, Taiwan.

- Carries out research within the scope of the established study protocol for implementation of new procedures and innovations in the field
- Develops collaborative relationships with other researchers, program administrators, and policymakers to provide relevant and timely research Design and development of a website based on the needs of the organization.
- Perform certain standard of software engineering and computer programming needed to understand user interface to translate language from Chinese to Arabic and add products.
- Products research identify companies involved in contribute to the Sustainable Development Goals (SDGs).
- Directing and producing a video clip to show case the ad campaign for bamboo products.
- Monitors study project's advancement and coordinates knowledge between departments
- Assisted with facilitating public information and analyzing information to ensure it was directed to the appropriate person. Provided ready access to all data for faculty researchers
- Answered questions from departments requiring independent judgment to secure materials that addressed problems.

INTERESTS



Badminton



Reading



Photography



Graphic
Designing



Travelling

Customer Service Representative at Jacobsons Direct Marketing, Dubai.

- Discussed account details with customers and recommended products and services to them based on listening to their needs
- Achieved high call quality scores each week, based on each customer's level of satisfaction
- Handle 90+ calls daily, with duties including signing up new customers, retrieving customer data, presenting relevant product information, and cancelling services
- Trained two new employees in how to use Kayako, entering customer data and organizing customer interaction logs
- Cold customers people using a given phone directory to sell products or services.
- Answering incoming calls from prospective customers.
- Using scripts to provide information about product's features, prices etc. and present their benefits.
- Influences customers to buy services and merchandise by following a prepared sales talk to give service and product information and price quotations.

PROFESSIONAL SKILLS

- Outstanding capacity to solve problems, pay close attention to details, and oversee several projects in a hectic work environment.
- Excellent communication skills and the capacity to persuade a variety of stakeholders with data-driven insights and tactics.
- Track social performance and community management while maximizing communication to meet the goals.
- Experience in design software such as Adobe Illustrator, Photoshop, InDesign for file basic editing and resizing.
- Capacity to oversee several projects and fulfill deadlines in a hectic setting.
- Fast learner and problem solving Quality. Good all - round intelligence.
- Comfortable performing a variety of roles, including payroll support, front desk reception and organizational point of contact.