



# AKASH BASRA

## Work Experience

May 2023 – Current

### Transport Co-coordinator at Kang Gen. Cargo Transport By Heavy Truck | International City

- Provided leadership, insight and mentoring to newly hired employees to supply knowledge of various company programs
- Handled departmental scheduling to maintain proper staffing for shifts.
- Received and counted stock items, recording data manually or on Computer for inventory purposes.
- Resolved customer inquiries and complaints requiring management- level escalation
- Troubleshoot office equipment, computer hardware and software issues. Completed work schedules, managed calendars and arranged appointments.
- Computed, recorded and proofread data or reports. Dispersed incoming mail to correct recipients throughout office

February 2023 – May-2023

### Digital Sales Manager at Marvel Software Technology | Business Bay, Dubai

- Responsible for Digital sales in perspective context of leads
- Generate qualified leads From Google Ads after doing quality research work.
- Able to analyze marketing data (campaign results, conversion rates, traffic, etc.) to help shape future marketing strategies.
- Handle outbound or inbound marketing activities by demonstrating expertise in Various areas (content development and optimization, advertising, events planning, etc.)
- Handle social media management and perform activities on social media, email marketing and content creation.
- Able to work on digital marketing automation software.
- Must have an understanding of Google Ads, Google Analytics and Web Publishing.
- Able to write, proofread, and edit creative and technical content across different mediums.

November 2019 – January 2023

### Operational Manager in Young India Leadership | Karnal, India

- Performed sales and support activities to meet client needs and maintain service levels. Resolved customer issues efficiently to build loyalty.
- Provided leadership, insight and mentoring to newly hired employees to supply knowledge of various company programs.
- Resolved customer inquiries and complaints requiring management- level escalation

- ✓ Results-driven Management
- ✓ professional with 6 years of experience in operation
- ✓ Product Management
- ✓ organizational development and team
- ✓ MS Word & Excel
- ✓ Office Management
- ✓ Data Entry & Record Management

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## **April 2019 - November 2019**

### **Stock Manager in Syndicate Wines | Jalandhar, India**

- Managed day-to-day logistics operations, monitoring incoming deliveries and overseeing [Task].
- Handled departmental scheduling to maintain proper staffing for shifts.
- Supervised activities of workers engaged in receiving, storing and
- Shipping products or materials.
- Received and counted stock items, recording data manually or on Computer for inventory purposes.

## **April 2017 - March 2019**

### **Sales Team Leader Vivo Mobile| Nakoder, India**

- Checked store shelves and restocked products from inventory in back room.
- Provided leadership and direction to motivate department associates. Minimized shortages by adopting proper loss prevention procedures. Familiarized self with new products and services to engage with
- Customers about features and benefits.
- Engaged customers and trained sales associates using strong knowledge of products and promotions.

## **April 2015 – April 2017**

### **Office Assistant at Choudhary & Son's Co | Jalandhar, India**

- Troubleshoot office equipment, computer hardware and software issues. Completed work schedules, managed calendars and arranged appointments.
- Computed, recorded and proofread data or reports. Dispersed incoming mail to correct recipients throughout office.
- Collected, counted and disbursed money to complete basic bookkeeping and banking transaction

## **EDUCATION And CERTIFICATION**

- Digital Marketing Certification
- High School Diploma
- Lyallpur Khalsa Collegiate Sr. Sec. School, Jalandhar
- Personal details
- Father's Name - Mr. Paramjit Singh
- DOB - 12/01/1997
- Marital Status - Married
- Languages - Hindi, Punjabi and English



