

## **DANISH IRFAN**

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## **PROFESSIONAL SUMMARY**

Results-driven CRM & Back Office Manager with 16+ years of experience specializing in customer relationship management (CRM), property management, sales support, transaction coordination, and client servicing. Adept at process optimization, data analysis, sales operations, lead conversion, contract management, and client retention. Proven track record in streamlining back-office operations, enhancing workflow automation, and implementing CRM strategies to maximize efficiency and customer satisfaction.

## **CORE COMPETENCIES**

- Client Relationship Management
- Business Development
- Team Leadership
- Process Improvement
- Financial & Operational Planning
- Real Estate Documentation
- Marketing Strategy
- MIS Reporting & Data Analysis

## **PROFESSIONAL EXPERIENCE**

### **ABS Tools and Die Pvt. Ltd. | Manager - CRM | July 2020 - Jan 2025**

- Managed end-to-end CRM operations, ensuring seamless communication between sales, marketing, and customer service teams.
- Developed and implemented CRM strategies that increased customer engagement, retention, and satisfaction.
- Optimized lead management, follow-ups, and conversion tracking, improving sales pipeline efficiency by 30%.
- Automated CRM workflows, reducing response time by 40% and enhancing team productivity.
- Provided after-sales support, contract management, and dispute resolution.

**Samiah International Builders Ltd. | Manager - Back Office & CRM | 2017 - 2020**

- Monitored and improved CRM analytics to provide insights on sales trends, market behavior, and customer preferences.
- Managed document verification, compliance, and regulatory procedures related to property sales, leasing, and contracts.
- Handled RERA documentation and property ownership transfer processes.
- Ensured accurate financial reconciliation, invoicing, and payment tracking, leading to a 20% reduction in discrepancies.
- Trained and mentored a CRM team handling post-sales client relationships.

**Samiah International Builders Ltd. | Asst. Manager - Back Office & CRM | 2010 - 2017**

- Oversaw post-sales client interactions and documentation.
- Coordinated with banks for loan documentation and NOCs.
- Ensured smooth communication between sales, accounts, and CRM teams.

**Cipla Ltd. | Management Trainee | Aug 2008 - Dec 2009**

- Achieved sales targets and developed market strategies.
- Conducted competitor analysis and built strong client relationships.

**EDUCATION**

- MBA (Marketing & Finance) – Bharat Institute of Management, Meerut (2008)
- M.Com – Vardhaman College, Bijnor (2014)

**SKILLS & EXPERTISE**

- CRM Software (Real Estate ERP)
- Lead Generation & Sales Support
- Post-Sales & After-Sales Support
- RERA Documentation & Compliance
- Data Entry & Documentation
- Reporting & Analytics
- MS Office Suite (Excel, Word, PowerPoint)
- ERP Software / Tally ERP 9

**LANGUAGES**

- English – Professional Working Proficiency
- Hindi – Native
- Urdu – Fluent