

# AVINASH KUMAR SUMAN



## PERSONAL DETAILS

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Date of birth: October 11, 1991  
Gender: Male  
Nationality: Indian  
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## PROFILE

Meta Certified Digital Marketing Manager with proven expertise in campaign performance analysis, KPI tracking, strategic testing, audience insights, creative direction, and funnel optimization to drive lead quality and business growth. Detail-oriented analyst with a solid background in campaign performance evaluation and client servicing, possessing strong skills in monitoring key performance indicators and generating insightful, actionable reports. Experienced in handling complex customer inquiries, managing escalations, and coordinating with internal teams to ensure seamless operations and excellent client satisfaction.

## EDUCATION

<b>Master of business administration</b> Dravidian university Finance & Marketing	Jan 2011 – Jan 2013
<b>Bachelor of commerce</b> T. M. B university Finance & accounts	Jan 2008 – Jan 2011

## EMPLOYMENT

<b>Accounts Specialist</b> TDCX Thailand, Bangkok Key Responsibilities	Jul 2025 – Present
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### 1. Campaign Performance Analysis

#### Analyze Meta (Facebook/Instagram) lead generation campaigns across multiple accounts

- Evaluate performance against core KPIs such as:
- Cost per results (CPR)
- Cost per Lead (CPL)
- Lead Quality
- Conversion Rate (CVR)
- Click-Through Rate (CTR)
- Cost per Click (CPC)
- Identify trends, patterns, and inefficiencies across campaigns, ad sets, and creatives

## 2. KPI Tracking & Reporting

- Monitor daily, weekly, and monthly performance vs targets
- Build clear, actionable reports with insights (not just data)
- Flag underperforming campaigns early and recommend corrective actions

## 3. Strategic Testing & Optimization

- Develop and execute structured testing plans across:
- Targeting (interests, broad, lookalikes, geo radius/ZIP)
- Creative angles (hooks, visuals, messaging)
- Offers and lead magnets
- Campaign structures (CBO vs ABO, segmentation)
- Continuously introduce new hypotheses based on data insights
- Optimize for both volume and quality of leads, not just cost

## 4. Audience & Market Insights

- Analyze performance by:
- Industry (plumbing, cleaning, landscaping, etc.)
- Location (city, ZIP code, radius targeting)
- Demographics (age, gender)
- Identify “winning patterns” and scale them across accounts

## 5. Creative & Angle Direction

- Provide clear guidance to creative teams on:
- Winning hooks and messaging
- High-performing angles per industry
- Collaborate to improve creative performance based on data feedback

## 6. Funnel & Lead Quality Optimization

- Analyze lead quality feedback and downstream metrics
- Suggest improvements to:
- Forms (instant forms vs landing pages)
- Qualification questions
- Follow-up processes
- Align campaigns with actual business outcomes (booked jobs, revenue)

## Client Servicing Analyst

Mar 2024 - Dec 2024

Flipster, Remote

- Handling user inquiries including: KYC and compliance related enquiries.
- Account registration and account management.
- Assisting users queries related to deposits and withdrawals.
- Resolve issues regarding the users trade position.
- Promotion and event related enquiries.
- Wallet and Assets related enquiries.
- Help users with the latest products and campaign related queries.
- Managing escalation and follow-up with user enquires with internal stakeholders.
- Helping teammates to manage the activities/tasks.
- Provide training and lead new-comers assigned to the relevant business.
- Manage the workload and distribute the task accordingly as advised by the management.

- Accomplish tasks as per the deadline, Helped team to achieve goals and meet the deadline.

## **Consultant**

Jan 2023 – Dec 2023

OKX Inc, Remote

- Attending to all inquiries/issues from global customers on multiple channels including email, chat, and social media.
- Assisting customers regarding withdrawal and deposit inquiries.
- Providing resolution regarding KYC and compliance inquiries.
- Assisting customers with their P2P disputes in a professional way.
- Investigate cases regarding P2P trading activity to avoid fraud and make things clear and complete from both the user and seller side.
- Handling the P2P appeals coming from both buyer and seller.
- Helping users regarding their O2C issues and queries.
- Liaising with both internal and external stakeholders, e.g., product managers, and the marketing team, to handle complaints and feedback related to websites, products, platforms, services, etc.
- Maintaining a working knowledge of company products to communicate with customers effectively.
- Creating and maintaining strong relationships with company partners and external stakeholders.
- Escalate any queries or unresolved issues to Level 2/Supervisors as advised by the operations management, which cannot be completed within the agreed procedures.

## **Business Analyst**

Apr 2022 – Jan 2023

Genpact India, Gurgaon, Haryana, India

- Handle ODS activities for all Australia and New Zealand regions (Queensland, WA, Victoria, SA, NSW, and NZ) using Siebel (Oracle) for billing, quotations, and processing using purchase orders provided by the commercial team.
- Service Request (SR) Closure: Ensure timely closure of all service requests in Salesforce across all regions.
- Error Resolution in SR Processing: Investigate and escalate SR processing errors by coordinating with SR owners, the ANZ Operations team, and the ODS team, depending on the nature of the issue.
- New SR Creation: Create a new service request in Siebel when previously processed SRs are closed, using system IDs from the asset tab to maintain traceability.
- Dispute Handling & Rebilling: Manage billing disputes (e.g., incorrect amounts or wrong addresses) by raising credits and re-billing through the Workflow (WF) tool.
- Maintenance Service Agreement (MSA) Management: Load and manage MSAs for Queensland and WA into Siebel based on templates and documentation provided by the commercial team.
- Addendum Management: Process removal addendums when updates or changes are required in existing contracts.
- Credit Processing & Rebilling: Raise credits and re-bill in scenarios such as disputes or removal addendums using the workflow tool to ensure accurate financial records
- Extended Warranty Billing: Bill internal GE teams for extended warranty services for record-keeping purposes, as customer payments have already been processed.
- Quarter-End Close Activities: Manage quarterly financial close by reconciling and finalizing account books for all regions and activities across Australia and New Zealand.

## **Associate, Database Management ANZ**

Apr 2019 – Mar 2022

Scicom Msc Berhad, Kuala Lumpur, Malaysia

- Handle ODS activities for all Australia and New Zealand regions (Queensland, WA, Victoria, SA, NSW, and NZ) using Siebel (Oracle) for billing, quotations, and processing using purchase orders provided by the commercial team.
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### **Executive**

Apr 2018 – Oct 2019

Scicom Msc Berhad, Kuala Lumpur, Malaysia

- Inbound calls from guests, hotels, and travel agencies regarding booking queries.
- Outbound calls to hotels regarding booking modification or cancellation.
- Performing new reservation/booking via reservation tool (Jbook).
- Amending booking in the system as per the guest requirement.
- Performing cancellation of booking/reservation via internal tool (Jbook).
- Solid Knowledge of GDS (Global Distribution System), CRS (Central Reservation System) and free sale hotels.
- Best price Guaranteed with HRS to the customers for corporate and leisure.
- Experience on No-show and No-go cases.
- Managing long stay reservations i.e. prepayment booking.
- Negotiation from the hotel to cancel the booking free of charge after the cancellation deadline.
- Updating CRM (customer relationship management tool) for all the works performed throughout the day.

### **Senior Accounts Specialist**

Apr 2016 – Dec 2017

Esstee United Traders HK Limited, Guangzhou, Guangdong, China

- Performing Bank Reconciliation.
- Passing Manual Journal entries based on the transactions every day.
- Managing petty cashbook expenses.
- Crosscheck and examine the expense report with the company's bills, docs etc.
- Updating customer accounts statement.
- Managing customer's payments in local currency and group currency.
- Updating foreign currency rates in an excel sheet for the company's record.
- Preparing payment request for the factories.
- Reconcile the payment related invoices and enter in the ERP.
- Updating sales report for the factories.

### **Process developer (Financial planning and analysis)**

Jun 2015 – Mar 2016

Genpact India, Silokhera building, Gurgaon, Haryana, India

- Responsible for Closing/Reporting which includes period end journals for specific business units.
- Increasing and decreasing budget figures in SAP.
- Managing cost centre with exact figures.
- Comparison of Actual report vs Plan.
- Submission of numbers into Hyperion via oracle.

- Cost centre review calls with business managers.
- Balance Sheet and Salary Reconciliation.
- Publishing sales report.

### Process Associate (General Accounting)

Sep 2013 – Mar 2015

Capgemini Business Services India Ltd, Divyashree Tech Park, Whitefield, Bangalore, Karnataka, India

- Prepare Journal Entries.
- Post Journal Entries.
- Adhoc journals.
- Performing Bank Recon and sending them to management for decision-making.
- Performing Inter-company reconciliation.
- Preparing Inter-company treasury reconciliation.
- Inspecting invoices regarding accounts payable and accounts receivables during inter-company recon.
- Updating VAT Reports.
- Performing GA close activity.

## SKILLS

Budgeting & forecasting

Management Accounting

Financial Planning & Analysis

Variance Analysis

Cost centre Management

General Ledger/Accounting

Reconciliation

## LANGUAGES

English

Hindi

## HOBBIES

■ Tech motor shows