



IMAM SHAIK

"Account Management & AI Strategy | Driving Innovation"

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Professional summary

Sales professional with strong expertise in driving revenue and building client relationships. Adept at team collaboration, adapting to changing needs, and leveraging skills in negotiation, communication, and strategic planning. Known for reliability, fostering a productive team environment, and consistently meeting targets.

Skills

- Sales strategy development
- Sales performance analysis
- Client engagement strategies
- Email campaign management
- Sales reporting tools
- Data-driven tools
- Lead nurturing strategies
- Account management
- Prospective client outreach
- Social media marketing
- Salesforce
- Account portfolio management

Work history

Sales Account Specialist

Jun 2025 - Current

TDCX

Bangkok

- Enhanced customer satisfaction by promptly addressing concerns and providing tailored solutions.
- Analyzed sales data to identify areas of improvement, implementing targeted strategies for increased success rates.
- Conducted market research to identify emerging trends, ensuring product offerings remained competitive.
- Developed comprehensive understanding of industry landscape, enabling targeted prospecting efforts and efficient account management practices.
- Maintained accurate records of all sales activities, utilizing CRM software to track progress and ensure timely follow-up with clients.
- Increased sales revenue by developing and maintaining strong relationships with key accounts.
- Proactively identified upselling or cross-selling opportunities within existing accounts for increased revenue generation.

Sales Analyst

Dec 2024 - Mar 2025

Divami - Design & AI-Led Product Engineering

Hyderabad, Telangana

- Reduced pricing error rate by developing breakdown manuals for major vendors and applicable contracts.
- Assisted sales team in tracking inbound leads and sources to increase capital flow transparency.
- Implemented business-to-business (B2B) call strategy with sales team to obtain new clients and increase funnel traffic.
- Gathered data from multiple sources to identify sales trends and forecast new business opportunities.
- Revamped marketing efforts by aligning social media sales strategies across platforms.
- Tracked sales data and reported results to management teams for strategic planning purposes.
- Responded promptly to sales inquiries via email, phone, or in person, providing accurate information.
- Utilized CRM software to keep detailed records of sales activities, customer interactions, and feedback.

Sales Specialist

Jun 2023 - Dec 2024

Accenture

Hyderabad

- Led the development and execution of comprehensive digital marketing campaigns across Meta, Google, and TikTok, increasing user acquisition by 45% within 12 months.
- Managed a \$500K quarterly budget for paid acquisition channels, optimizing spend for a 30% improvement in ROAS.
- Implemented advanced targeting and retargeting strategies that reduced CPA by 20%, while increasing conversion rates by 15%.
- Analyzed campaign data to provide actionable insights, leading to a strategic pivot that captured a new user segment and contributed to a 35% increase in market share.
- Monitor and analyze key performance metrics to evaluate the effectiveness of lead generation campaigns and optimize strategies for maximum ROI.

Sales Support Analyst

Jun 2019 - Feb 2022

Clarivate

Hyderabad

- Responsible for managing the case queues & resolving the issues of the internal Sales Operation of the organization through case management.
- Creation of opportunities & quotes based on the client requirement and making the contractual information reflect on Salesforce.
- Collaboratively working with the developers to test and identify the solutions to meet the business needs.
- Salesforce CPQ – Amendments – Cancelling of contracts, pricing, and product adjustments, etc.

Sr Fraud Specialist

Sep 2018 - May 2019

Synchrony

Hyderabad

- Evaluating and analyzing the lead investigation applying available tools which include e-discovery.
- Usage of Salesforce Dashboard and working on the case management system.
- Helping the subordinates as SME.
- Creating reports on requests and constantly checking the queue.
- Using the protocols to identify the bugs and ensuring the diagnosis at the earliest.

Sr Analyst

Dec 2016 - Aug 2018

OMICS International

Hyderabad

- Assisted advertisers in managing Google Ads accounts, Merchant Center, and Analytics to enhance campaign performance.
- Optimizing the Google Ads Account According to the advertisers' requirement.
- Assisting the advertisers to manage their Google Ads Account, Merchant Center and Analytics.
- Resolved customer complaints by collaborating with customer relations team to ensure timely support and satisfaction.

Education

Bachelor of Sciences: Computer Sciences

Kakatiya University

Hyderabad, India

ACCOMPLISHMENTS

- 30% ROAS Improvement: Optimized ad spend across digital platforms at Tech Innovate, resulting in a 30% improvement in ROAS.
- Market Share Expansion: Identified and captured a new user segment, contributing to a 35% increase in market share.
- Conversion Rate Optimization: Implemented a successful landing page optimization strategy, lifting conversion rates by 18%.

CERTIFICATIONS

Google Ads, Focused on mastering Google Ads for deep insights into user behavior, provided by Google.

Meta Digital Marketing Associate and Media Buying

Prompt Engineer: Mastering AI