

# Obais Rather

Bangkok, Thailand · +66960461319 · +919560523238 · Ayaanrather2@gmail.com

## PROFESSIONAL SUMMARY

---

Results-driven professional with 7+ years of experience across digital marketing, B2B sales, client relations, and operations. Most recently managed a portfolio of 80–100 Meta advertiser accounts, executing hands-on campaign optimizations inside Ads Manager while advising clients on performance strategy. Prior background includes 5+ years in sales team leadership, CRM management, and client retention — with a consistent record of exceeding KPIs across all roles. Open to opportunities in customer service, account management, sales, or digital marketing.

## EXPERIENCE

---

### Account Specialist – Meta | TDCX

Bangkok, Thailand · Oct 2025 – Jul 2026

- Managed a portfolio of 80–100 advertiser accounts quarterly across SMB and agency clients, maintaining full performance oversight within Meta Ads Manager.
- Executed hands-on campaign optimizations including bid strategy adjustments, audience refinement, and creative recommendations to achieve target metrics including ROAS of up to 10x.
- Advised advertisers and agencies on campaign structure and performance strategy, serving as primary point of contact for optimization guidance and troubleshooting.
- Drove spend growth across the account portfolio, contributing directly to increased attributed revenue for Meta's advertising ecosystem.
- Diagnosed and resolved campaign delivery issues including pixel setup errors, attribution discrepancies, and Ads Manager configuration problems.

### Assistant Manager – Sales & Client Relations | Admiral Solutions

New Delhi, India · Dec 2019 – Jul 2025

- Senior contributor on a 10-member inbound and outbound sales team; consistently ranked among top performers in quarterly call conversions (Q1 & Q2 2024).
- Built and maintained relationships with key decision makers at target accounts, driving client retention and reducing churn through tailored escalation resolution.
- Maintained CRM data accuracy and leveraged behavioral insights to refine client retention strategies across the portfolio.
- Generated and interpreted Excel-based performance reports for leadership, identifying process inefficiencies that led to measurable workflow improvements.
- Led a weekly Sales Pitch Improvement Circle, coaching peers on outbound techniques, objection handling, and consultative selling.
- Recognized with Sales Excellence Award (2023) and Top Performer distinction for Q1 & Q2 2024.

### Receivable Analyst | Wenour

New Delhi, India · Jul 2018 – Oct 2019

- Processed and resolved an average of 30 denied healthcare claims per day for US-based providers, maintaining a 70% resolution rate.
- Assisted US healthcare providers in disputing and resolving claim denials with insurance companies through detailed error analysis and billing dispute coordination.
- Ensured timely reimbursement by coordinating directly with providers and insurance representatives to close outstanding claims efficiently.

## SKILLS

---

**Digital Marketing:** Meta Ads Manager, Campaign Optimization, ROAS & CPA Targeting, Pixel & Attribution Troubleshooting, Spend Scaling

**Sales & Client Management:** B2B Sales, Account Management, Client Onboarding, Escalation Handling, CRM Management, Pipeline Management

**Operations & Tools:** Performance Reporting, Excel, Process Improvement, Cross-functional Collaboration, Cold Calling

**Soft Skills:** Stakeholder Communication, Team Coaching, Adaptability, Root-cause Analysis

## EDUCATION

---

## **ACCOMPLISHMENTS**

---

- Sales Excellence Award – Admiral Solutions, 2023
- Top Performer – Quarterly Outbound Call Conversions, Q1 & Q2 2024
- Initiated and led a weekly Sales Pitch Improvement Circle as a peer coaching initiative