

# Akram Javed

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## Professional Summary

Experienced professional with expertise in FinTech, Business Development, Market Research, and Marketing. Proven ability to resolve product issues, build profitable partnerships, and design innovative marketing strategies. Adept at analyzing data, fostering customer relationships, and achieving measurable results.

## Skills

- Product Support & Troubleshooting
- Business Development Strategies
- Market Research & Data Analysis
- Marketing Campaigns & Brand Awareness
- Customer Relationship Management (CRM)
- Financial Software & IT Systems
- B2B Sales Strategies
- Proficiency in MS Office, Google Suite, and CRM tools
- Languages: English, Hindi, Urdu

## Professional Experience

### Product Support Executive

#### Sumeru Enterprise Tiger Business Solutions Pvt. Ltd. (WFH) May 2022 – Sep 2023

- Delivered 95% SLA adherence by resolving support cases efficiently.
- Authored detailed knowledge base articles, reducing repetitive queries by 20%.
- Collaborated with cross-functional teams to test new product features, improving usability.
- Investigated and resolved technical issues, enhancing customer satisfaction by 15%.

### Business Development Executive

#### Shopx (B2B E-Commerce), Delhi, India Jan 2019 – May 2021

- Secured 30% increase in partnerships by identifying and negotiating with key stakeholders.
- Designed and executed marketing initiatives, boosting brand visibility and sales.
- Mentored a team of 5 to drive customer acquisition and retention efforts.

### Market Research Analyst

#### Haicheng Vivo Mobile India Pvt Ltd, Delhi, India Sep 2016 – Aug 2018

- Conducted extensive market analysis, identifying customer segments for profitable growth.
- Developed data-driven marketing strategies, increasing client acquisition by 25%.
- Evaluated competitors and identified key opportunities for product differentiation.

### Marketing Executive

#### M/S Shiv Krishna Enterprise, Muzaffarpur, India Mar 2015 – Sep 2016

- Launched successful marketing campaigns, driving a 40% increase in brand awareness.
- Collaborated with sales teams to align marketing strategies with revenue goals.
- Managed budgets effectively to deliver campaigns on time and within scope.

## **Education**

Bachelor of Commerce

Babasaheb Bhimrao Ambedkar Bihar University | 2014

## **Achievements**

- Achieved "Best Performer" awards in 2017 and 2019 for excellence in Business Development and Marketing.
- Contributed to a 25% rise in client acquisition through innovative market research.
- Reduced customer response times by 20%, enhancing satisfaction metrics.
- Grew partnerships by 30% and improved retention rates through strategic outreach.