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## EDUCATION

Diploma: Information Technology

NIIT, Noida, April 2005 - August 2006

## LANGUAGES

### English

Fluent

### Hindi

Native

### Malayalam

Native

## PERSONAL DETAILS

Date of Birth / Age:

02/09/1985

# AJU ASHOKAN

## PROFESSIONAL SUMMARY

Accomplished advertising and marketing professional with background enabling strong sales through well-coordinated and targeted promotions. Delivers results using data-driven approaches and multi-channel marketing expertise. Organises strategies for maximum impact with optimum timing, collateral and placements.

## WORK HISTORY

January 2023 - Current

**YouTube - Content Creator- Freelancer, Dubai, UAE**

- Applied current video editing tools to tell great stories.
- Designed fliers to promote events and company updates.
- Increased website and social media traffic by creating dynamic graphics and pieces.
- Develop original content through social listening and independent sources.
- Used best practices in producing content to define mission of organization.
- Developed catchy phrases for social media content.
- Collaborated with writing team and content manager to develop strategic content.
- Posted daily on Youtube.

March 2021 - January 2023

**INDEX Holding, Nad Al Hamar - Delegate Sales Event Coordinator, Dubai**

- Organizing healthcare events like IUCC (2021 Edition)- Interdisciplinary Urology care consortium, EPSC 2021 and 2022 Edition)- Emirates Plastic Surgery Congress, EIOC-(2021 Edition)- Excellence in Cancer Congress, iBRCAF-(2021) International Breast Cancer Forum, APGCS- Asia Pacific gastroenterology cancer summit, Young Women's Forum (2021) , DINC - Dubai International Nutrition Congress 2021, APBCS 2022 - Asia Pacific Breast Cancer Summit, DIHAD 2022 - Dubai International Humanitarian Aid & Development, IFM -2022 - International Family Medicine Conference and Exhibition and DUPHAT 2023 - Dubai International Pharmaceutical & Technologies Conference and Exhibition
- Coordinating closely with health-care professionals to make event successful
- Successful Completed Medical Events : IUCC, EPSC, EIOC, iBRCAF, APGCS, DINC, APBCS, DIHAD, IFM and DUPHAT
- Key Task & Responsibilities
- Contacting Delegates (Doctors, Nurses, pharmacist , University Students & other healthcare care professionals) to attend congress
- Responding to delegates queries related to healthcare event through calls and emails
- Assisting delegates for registration and coordinating with them with further enquiries
- Team coordination, Planning, marketing strategies for events

**Nationality:** Indian  
**Marital Status:** Married  
**Gender:** Male

- Coordinating with Student/Professionals regarding poster submission (ABSTRACT)
- Coordinating with IT Team to update website
- Coordinating with accounts team for payment updating
- Sharing ideas and feedback regarding ongoing project with project manager
- Onsite event Management at time of event
- Current Successful Project - IFM 2022 International Family Medicine Conference 25-27 October 2022
- Contacting Delegates (Doctors, Nurses, pharmacist, University Students & other healthcare care professionals) to attend congress
- Contacting Pharmaceutical company or Travel company coordinators for sponsoring health care professionals
- Coordinating with Pharmaceuticals Company Managers related to exhibition and coordinating for delegate sales
- Current on going Project- DUPHAT (Dubai International Pharmaceutical and Technologies conference and Exhibition
- Key Task & Responsibilities
- Contacting Delegates ( Pharmacist, University Students & other healthcare care professionals) to attend congress
- Contacting Pharmaceutical company or Travel company coordinators for sponsoring health care professionals
- Coordinating with Pharmaceuticals Company Managers related to exhibition and coordinating for delegate sales
- Coordinating with team at onsite Venue.

January 2020 - October 2020

**EXCEL Trading LLC, Sports Equipment - Front Desk Executive, Sharjah**

- Company Key Task & Responsibilities
- Handling Inbound calls from Clients related to product and Services
- Responding to clients queries through Emails, Chats and Calls
- Maintaining Accounts and records.

July 2019 - December 2019

**National General Insurance, NGI, Life Insurance - Sales Consultant, Dubai**

- Key Tasks & Responsibilities
- Contact clients to generate sales for life insurance
- Describe products and services and handle any questions
- Obtain possible customer leads
- Maintain records of telephonic interactions, Sales and accounts
- Exceeded client driven performance indicators
- Meeting on daily basis with team to provide inputs and updates
- Provide ideas and inputs on continues process improvements.

August 2017 - August 2018

**NTT DATA SERVICES - IT Help Desk Advisor, Bangalore, India**

**MasterCard Account (GussTeam)**

**Key Tasks & Responsibilities:**

- Contacting MasterCard Employees through Skype call or chat for software installation.
- Taking Remote Session to install software's.
- IT based software installation like Toad for oracle, SQL Server Management Studio, MS project, MS Visio, MS Visual STUDIO, Exceed, Hyperion Smart view, Think cell, Java, Oracle Client, Eclipse, Sam .NET, All Adobe software's, Outside view etc.
- Maintain records of all tickets.

- Working in Citrix Platform.
- Resolving all tickets with in SLA.
- Maintaining all Quality Parameters.
- Handling escalated tickets.

#### **AXA US (Process)**

##### **Key Tasks & Responsibilities:**

- Handling Calls/ chats/ email from AXA employee related to password reset, account unlocking.
- Working on Active Directory
- Working on LDAP, Lockout
- Trouble shooting related to software/ driver related issue.
- Installation of software's / drivers

February 2013 - July 2017

**IMAX- SRB Private Limited - Senior Telesales Executive**, Noida, India

*Senior Sales Executive, Floor Support, 02/2013 – 07/2017*

#### **Credit Card and Motor Insurance Process:**

##### **Key Tasks & Responsibilities:**

- Contact existing clients to generate applications for loan on credit, Motor Insurance and variety of other products on offer from bank.
- Describe products and services and handle any questions.
- Obtain possible customer leads.
- Maintain records of telephonic interactions, orders and accounts.
- Exceeded client driven performance indicators.
- Handling team queries.
- Handling escalated calls.
- Handling sessions related to team and process.
- Meeting on a daily basis with team to provide inputs and updates.
- Setting monthly, weekly and daily targets for team.
- Closely coordinate with quality team to improve call quality metrics.
- Provide ideas and inputs on continues process improvements.

#### **PROCESS: TELUS CANADIAN TELECOM**

##### **Key Tasks & Responsibilities:**

- Contact Prepaid Customers and offering them postpaid plans and contracts.
- Contacting Users for Renewal of their postpaid accounts.
- Maintaining records of telephonic interactions, orders and accounts.

August 2008 - August 2012

**NEW VC INTERNATIONAL PRIVATE LIMITED - Tele Sales Associate**, Delhi, India

- Process: Fingerhut (US Outbound credit card Process) Fingerhut makes buying easily affordable by providing credit options and low monthly payments with a Meta Bank/Fingerhut Credit Account issued by Meta Bank
- Key Tasks & Responsibilities:
- Selling a range of products and services, to both new and existing clients
- Making B2C outbound telesales calls
- Performing administrative duties
- Exceeded client driven performance indicators
- Handling team queries
- Handling escalated calls
- Handling sessions related to team and process
- Meeting on a daily basis with the team to provide inputs and updates
- Setting monthly, weekly and daily targets for the team
- Closely coordinate with the quality team to improve the call quality metrics
- Provide ideas and inputs on continues process improvements.

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## **SKILLS**

- Ability to learn new systems quickly
- Ability to successfully multi-task, in order to meet targets and deadlines
- Advanced level skills in IT packages including Word, Excel, PowerPoint, Outlook, Internet, Active Directory, Citrix, LDAP, CRM
- Prioritization, planning and organizing, and time management skills
- Strong customer service skills
- Ability to meet time lines and superior inbound and outbound sales skills
- Ability to respond promptly to customer needs
- Excellent "closing" phone skills.
- Blogging
- Market research expertise
- Google analytics
- Google AdWords
- Video Editing