

# NIGAR SIDDIQUI

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Experienced CRM professional with four years in E-commerce industry seeking new opportunities.

## WORK EXPERIENCE

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**Drools Pet Food Private Limited**

**Rajnandgaon, Chhattisgarh**

*Assistant Manager (Senior CRM Executive)*

**Oct 2019 - Present**

- Successfully managed all queries and complaints for newly launched websites, contributing to an 80% customer retention rate through prompt responses and exceptional customer service.
- Assisted the Quality Assurance team by documenting and reporting all customer queries and complaints, leading to a 15% improvement in overall product quality.
- Established and curated a highly praised Flipkart Brand Store, recognized as the best among all brands.
- Achieved 100% Catalog hygiene on Amazon portals by listing 100+ ASINs and created marketing banners for 15 ecommerce and Quick ecommerce websites.
- Facilitated the listing of 20+ SKUs on Noon and Ecommerce-UAE websites, ensuring a smooth and efficient procedure.
- Maintained an organized and comprehensive database of all official communications, resulting in a 20% reduction in response time for customer queries and complaints.
- Collaborated with marketing and operations teams to successfully launch new products and services, resulting in a 10% increase in revenue within the first quarter.
- Researched and implemented new content strategies for websites and social media channels, resulting in a 30% increase in brand visibility and engagement metrics.
- Identified inefficiencies in processes, technology, and team dynamics, developing and implementing solutions that improved overall efficiency by 20%.
- Provided exceptional customer service to resolve issues and maximize customer experience, resulting in a 15% increase in customer retention rate.
- Trained and mentored junior team members resulting in improvement in quality metrics by 20%.
- Led team engagement initiatives, including organizing monthly team-building activities and implementing recognition programs, contributing to a 15% increase in overall team success.
- Collaborated with colleagues from various departments to create and implement a digital marketing strategy that resulted in a 30% increase in online sales.
- Developed a comprehensive catalogue management system for online marketplaces and quick commerce accounts, resulting in a 40% increase in product visibility and a 20% boost in customer engagement.
- Implemented data-driven strategies to optimize product listings, resulting in a 25% decrease in customer complaints.

## EDUCATION

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**Bhilai Institute of Technology, Bhilai, India**

*Master of Business Administration 2024*

**Chhattisgarh Swami Vivekanand Technical University, India**

*Bachelor of Engineering(Honors), 2018*

High Honors, GPA: 9.33

**Central Board of Secondary Education,India**  
***Higher Secondary School,2015***  
Distinction, Percentage: 84

**Central Board of Secondary Education,India**  
***Senior Secondary School,2013***  
Distinction, CGPA: 9.0

## **PROJECT EXPERIENCE**

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Internship at ONET INFOTECH, Bhilai.	2018
Designing Printed Circuit Board.	
Internship at Bhilai Steel Plant, Bhilai.	2017

## **SKILLS**

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Microsoft Office, Microsoft Excel, SAP, Ecommerce Catalogue Management, Zoho email, My Professional mail, Ameyo Exotel Chat, Call Optimize IT Solution, Amazon Vendor Flex, Flipkart Vendor Hub, Business Analytics, Project Management, Continuous Improvement

## **LANGUAGES KNOWN**

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**English, Hindi, Urdu**