



## **SELVA FASIL**

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Mob: +971 55 175 0741

### **PROFESSIONAL SYNOPSIS**

Secure a responsible career opportunity to fully utilize my training and skills, while making a significant contribution to the success of the company.

### **PROFESSIONAL EXPERIENCE**

#### **➤ CROSSOVER FACILITIES**

Digital Marketing Executive, Al Qusais, Dubai (April 2023 – Present)

- Develop marketing strategies that align with the organization's business goals • Manage and execute campaigns across various digital channels, including email, social media, search engines, and display advertising
- Conduct market research and analyze trends to identify new opportunities and improve campaign performance
- Create and monitor Google Ads marketing campaigns and coordinate with the graphics team to create engaging display ads.
- Spread the company's message through social media and other online mediums.
- Increase the company's sales through online marketing.
- Improve customer engagement using various marketing strategies.

#### **➤ GRAND HOME GENERAL TRADING LLC – (Freelancer)**

Graphic Designer and Digital Marketing, Al Nuaimia 2, Ajman (March 2023)

- Conceptualizing visuals based on requirements
- Creating images and layouts by hand or using design software
- Testing graphics across various media
- Assisting in the formulation of strategies to build a lasting digital connection with consumers
- Planning and monitoring the ongoing company presence on social media
- Launching optimized online advertisements to increase company and brand awareness

#### **➤ TRIOBERRY IT SOLUTIONS**

Administration, Al Qiyadah, Dubai (October 2022 – January 2023)

- Respond to customer queries in a timely and considerate manner, via phone, email or chat and transfer the call to the senior for sale purpose.

- Identify customer needs and help customers use specific features across a suite of cloud applications, software and workflows.
- Coordinate with internal teams to source relevant information and ensure customer query is addressed.
- Update our internal databases with information about technical issues and useful discussions with customers.
- Handle customer complaints, provide appropriate solutions and alternatives within the time limits; follow up to ensure resolution.
- Assisting with the development and implementation of service policies, and explaining these to staff and customers.
- Keep records of customer interactions, process customer accounts and file documents.
- Delivering information about a company's offerings.

### ➤ **CITY MEDICALS**

Admin and Accounting Assistant, Palakkad, Kerala, India (2019-2021)

- Manage inbound calls.
- Identify customer needs, ensuring all the follow ups and details are updated in CRM.
- Manage customer accounts including assisting customers with information regarding their order history, returned shipments, order status and all other standard requests received.
- Track market developments, create strategies, set up sales plans, and maintain customer relations.
- Keep accurate records and documentation for reporting and feedback.
- Pursue continuous learning and professional development and stay up-to-date with latest medical data.

### **ACADEMIC PROFILE**

- **2018 BTECH IN COMPUTER SCIENCE** from  
Royal College of Engineering and Technology, Thrissur, Kerala, India
- **2014 Class XII BIOLOGY SCIENCE**  
GHSSC, Palakkad, Kerala, India.

### **PROFESSIONAL TRAINING**

- Completed mini project "Dual Security Through AES" from Royal College of Engineering and Technology.
- Attended Industrial Visit on Kinfra Techno Industrial Park, Calicut
- Completed main project "Dual Security Through AES and Video Steganography" from MES College of Engineering, Kuttippuram, Kerala, India.

### **TECHNICAL SKILLS**

- Microsoft Excel
- Microsoft Word
- Computer Assembling

- Digital Marketing
- Graphic Designing

### **PERSONAL DETAILS**

Full name	- Selva Fasil
Religion	- Muslim
D.O.B	- 01/05/1997
Nationality	- Indian
Language known	- English, Malayalam, Tamil, Hindi and Arabic (read & write)
Visa Status	- Family Visa

### **ADDRESS**

Abu Hail, Dubai  
Near Abu Hail metro station

### **DECLARATION**

I hereby declare that the information given above is true to the best of my knowledge.

**Regards,**

**Selva Fasil**

**Place: Dubai**