

Danish Rasheed

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Dear,

With reference to your recent job posting that captured my serious interest. I am confident that my 10+ years' experience as a results-driven customer service & Sales specialist provides me with the capabilities to successfully fulfill your position. I have enclosed a resume that clearly outlines my professional history.

Some key points that you may find relevant to this opportunity include:

- Proven ability to efficiently manage a large customer base and a high volume of new implementations every month
- Experienced in designing the overall customer service & Sales strategy to integrate effectively with organizational objectives
- Proven track record in engaging and motivating a high performance service team of over 200+ employees
- Strong operational skills that drive organizational efficiencies and result in improved customer retention and Sales revenue
- Recognized ability to develop and drive a culture of innovation, change and growth to optimize customer experience as well as the increase in sales
- Demonstrated excellence in analytical thinking and problem-solving skills to improve processes and provide a durable competitive advantage
- Excellent training skills
- Outstanding communication skills, the capacity to negotiate and influence positive outcomes and the sensitivity to work cross-functionally with individuals at all levels

I feel confident that a personal meeting would demonstrate the contribution that I can make to your organization. I look forward to hearing from you to schedule an interview at your convenience.

Thank you for your consideration.

Sincerely

Danish Rasheed





Danish Rasheed has a rich experience of over **16+ years**, Early in the career started working in the call Center & BPO Industry, he has Led teams and coached team members, as appropriate, to develop skills and confidence in their ability to examine work processes, create solutions, and measure improvements. Participated in top management team process to develop vision and mission statements. He's been recognized for ability to develop consensus for strategic planning. He has the ability to communicate with managers and coordinated the strategically assigned goals. He has shown by his Proven Track Record of Introducing numerous learning programs on new reporting systems. Later in his career he was recruited as Program Manager in **BOL Media Group**, the TV Channel emerged as a Game changer in the media industry. For around 2 years he has been taking care of Prime Time Shows as senior Program Manager. With the variety of being a Media Person as well a Pioneer in the BPO & Call Center industry makes him a diverse choice.

EXPERIENCE

NOV 2015 – To Date

Senior Program Manager

BOL MEDIA GROUP

11 – OCT 2015

Senior Sales Trainer & Lead Quality Auditor

Axact Pvt. Ltd.

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Axact is a mission driven, technology oriented organization with global operations. Axact provides a broad range of services to businesses and consumers across the globe, maintaining an unrelenting focus on quality service and customer satisfaction.

Product Trainer for Following Sales Unit:

- Online Education
- Online Design
- Mobile Apps Development

Key Responsibilities:

Training related tasks:

- Delivering Departmental orientation and introduce new hire to policies and code of conduct.
- Designing and delivering training consultant orientation programs for new team members. As well as delivering refreshers.
- Update / Forecast Product Planning with market feedback (i.e. pricing, product features, recommendations)
- Develop training aids, make suggestions for training documentation enhancements, and

participate in the instructional development process by testing/editing training materials.

- Meeting with management team to keep appropriate personnel apprised on ever changing policies and procedures to ensure a consistent customer experience.
- Working with internal Quality Assurance teams to conduct informal/formal training needs assessments, identify training gaps, and drive improvements to training curriculum and or delivery.
- Measure and evaluate training results against learning objectives for all training, advising leadership and developing action plans based on results.
- Act as a liaison between the training department and key organizational stakeholders and internal business customers.
- Assuring the desired KPIs and Objectives are met and adhered across the board.

Quality Assurance Audit:

- Work audit of QA agent.
- Reduce cancellation rate and to increase customer churn.
- Guiding, Directing, and Motivating Subordinates - Providing guidance and direction to subordinates, including setting performance standards and monitoring performance.

Recruitment & Performance Management Function:

- Staffing Organizational Units - Recruiting, interviewing, selecting, hiring, and promoting employees in an organization.
- Communicating with Unit Head, Peers, or Subordinates - Providing information to supervisors, co-workers, and subordinates by telephone, in written form, e-mail, or in person.

Oct 2009 - Sep 2011

Supervisor Operations /Quality Control / Product Trainer

Catcos Inc.

CATCOS, Inc. is a new generation solution company initially incorporated in Canada in 2000 as a Consulting and Training Company. Later in 2002, the company was established in Pakistan.

Dec 2008 - Oct 2009

Manager Operations

Zulcom Pvt. Ltd



Feb 2008 - Dec 2008

**Manager Quality Assurance / Inbound / CRU / Floor,
E-Square Services**



Jan 2007 – May 2007

**Director Operations ,
Cubicle Communications**



Mar 2006 - Dec 2006

**Operations Manager / Master Trainer,
Cyberonium Inc.**

Cyberonium



Aug 2005 - Feb 2006
Project Manager / Trainer,
Telelogix Communication.

Aug 2004 - Aug 2005
Head of Quality Control ,
Alt-Source Communications

Nov 2002 - Aug 2004
Team Lead / Floor Supervisor ,
CC Works



EDUCATION

IN PROGRESS

MASTERS IN INTERNATIONAL RELATIONS, KARACHI UNIVERSITY

2008

**BACHELORS OF COMMERCE, KARACHI
UNIVERSITY**

ADDITIONAL SKILLS

2 Year Diploma in IT
Windows 95/ 98/ 2000/ ME/ NT/ XP
Ms Office (complete)
Camtasia Studio
Macromedia Dreamweaver 4/ MX/ UltraDEV
Ms-Front Page 2000

SKILLS

Key strengths:

- ❖ Industry Knowledge (BPO)
- ❖ Training
- ❖ Quality Control, Quality Assurance
- ❖ Leadership
- ❖ Operations Management

3 Dimensional Core Competencies:

- ❖ Training & Process Audit
- ❖ Call Center Operations
- ❖ Media Management / Electronic Marketing

REFERENCES

"Has a knack for seeing ways to do more with less."

Ryan Pereira

Operations Manager – 1 Stop BPO (0308-2222403)

"Although he is not a geek but intelligently knows technology and how to get more from the existing system."

Sajid Kadri – CEO Catcos

"Listens to what others have to say."

Javed Ahmed Shaikh

CEO, Esquare Services (0333-2333100)

"Danish is always there - you can count on him."

Wasif Ashrafi – Pizza Hut GM Call center

"He is one "Stubborn Person" when it comes to doing something, he has an habit of getting something out of nothing with limited resources he sticks with it until it gets done."

Syed Hashmi

President, Cyberonium. Inc Canada



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