

# HASANALI AMRAVATIWALA

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## Professional Summary

Results-driven Operations and Customer Service professional with over a decade of experience in managing back-office operations, client services, and digital marketing initiatives. Proven ability to optimize processes, lead high-performing teams, and deliver measurable business outcomes.

## Professional Experience

### Assistant Manager - Operations | Interpret Media (Jan 2025 – Present)

- Managing B2B lead generation, marketing automation, and SEO strategy.
- Achieved 80% growth in organic traffic through strategic SEO initiatives.

### Associate Manager - Back Office Support | TransUnion CIBIL (Oct 2022 – Dec 2024)

- Handled member queries and ensured adherence to turnaround time (TAT).
- Managed data allocation and reporting for operational accuracy.

### Sr. Associate - Client Services | IDfy Baldor Technologies Pvt Ltd (Jan 2019 – Oct 2022)

- Oversaw candidate tracking and document validation processes.
- Generated and managed reports for multiple clients.

### Customer Service Associate | Altius Customer Services Pvt. Ltd. (Jun 2012 – Sep 2018)

- Led a team of associates and improved efficiency in lead management.
- Enhanced customer service operations and achieved business targets.

### Accountant | MML Associates (Feb 2010 – Jan 2012)

- Performed data entry, account maintenance, and audit preparations.

## Key Skills

- Operations Management – Expertise in managing operations and improving efficiency.
- Customer Service – Strong experience in customer engagement and team leadership.
- Digital Marketing – Skilled in SEO, B2B lead generation, and marketing automation.
- Technical – Proficient in Microsoft Office Suite and Tally ERP.
- Languages – Fluent in English, Hindi, Marathi, and Gujarati.

## Education

Master of Commerce (M.Com) | University of Mumbai (2009)