



ESRA AHMED

CLIENT RELATIONSHIP & ACQUISITION SPECIALIST

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EXECUTIVE SUMMARY

Results-driven Client Relationship and Acquisition Specialist with over four years of experience in fintech, technology, and advertising industries. Proven track record in driving customer acquisition, managing client relationships, and optimizing sales pipelines. Adept at leveraging CRM tools to track and enhance customer interactions, conducting insightful product demonstrations, and developing data-driven sales strategies to exceed revenue targets. Passionate about delivering innovative solutions that enhance customer experience and foster long-term business relationships.

PROFESSIONAL EXPERIENCE

Client Relationship and Acquisition Specialist, Trsut Books

Sep 2024 - Present

- Led inbound & outbound sales initiatives, effectively managing incoming inquiries and converting leads into long-term customers.
- Achieved a 60% increase in client onboarding and a 40% improvement in cross-selling opportunities through strategic acquisition initiatives.
- Leveraged CRM systems (Odo, Apollo) to track, organize, and optimize sales pipelines, ensuring high conversion rates and seamless follow-ups.
- Act as the primary point of contact for a portfolio of high-value clients, ensuring satisfaction and timely resolution of issues.
- Enhance client retention by implementing personalized communication and proactive engagement strategies.
- Conduct virtual product demonstrations and presentations, effectively communicating value propositions to potential clients.
- Analyze customer feedback and share insights with the product and sales leadership teams to optimize sales strategies and enhance product offerings.
- Manage event sponsorships, product launches, and PR initiatives, strengthening brand visibility in the market.

Business Development Specialist, Syber Group

Sep 2021 - Aug 2024

- Developed and executed data-driven business development strategies, achieving a 60% increase in revenue growth and a 40% growth in cross-selling opportunities.
- Implemented targeted lead generation campaigns, boosting qualified leads by 40%.
- Secured 30 new clients within three months, exceeding sales targets by 25% and improving customer satisfaction ratings.
- Conducted market research and competitor analysis to identify industry trends and potential business opportunities.
- Collaborated with internal teams to align business execution with overall merchant acquiring strategies.
- Identify client needs through a consultative sales approach and tailor solutions that align with their business objectives.

Marketing Specialist, Syber Group

Jan 2021 - Sep 2021

- Developed and executed customer acquisition campaigns, increasing product adoption by 20% and enhancing overall brand awareness.

- Conducted market research to identify potential customer segments and optimize sales strategies accordingly.
 - Utilized CRM and analytics tools to track customer interactions and provide data-driven recommendations for campaign improvements.
 - Collaborated with cross-functional teams to create targeted marketing materials, increasing engagement and conversion rates.
 - Designed post-campaign performance reports, leading to a 30% improvement in campaign efficiency.
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SKILLS

- Customer Acquisition & Relationship Management
 - Business Development Strategies
 - Inbound Sales & Consultative Selling
 - Sales Pipeline & CRM Management (Odoo, Apollo)
 - Product Demonstrations & Presentations
 - Market Research & Competitive Analysis
 - Lead Generation & Conversion Optimization
 - Data Analysis & Performance Tracking
 - Stakeholder Management & Cross-Functional Collaboration
 - Client Relationship Management
 - Lead Generation & Qualification
 - Strategic Partnerships & Negotiation
 - Data Analysis (SQL, Python, Power BI)
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EDUCATION

Bachelor's Degree of Engineering (Honours) in Electronic Engineering | Industrial Electronics, 2021.
Sudan University of science and technology, Khartoum-Sudan.

CERTIFICATIONS

- Professional Business Analysis Certification (PMI-PBA) **(on going)**.
 - Product Strategy Micro Certification from Product School.
 - Product Analytics Certified from Pendo and Mind the Product.
 - Wayfair Marketing Analysis Virtual Experience.
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REFERENCES

Available upon request.