



SAYED HUMAID

PRODUCT ENTHUSIAST

REACH ME AT

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SKILLS

- Business Development
- CRM expert
- Social Media Marketing
- Ads - Google, FB, LinkedIn, Instagram
- Email Marketing
- WordPress website development
- Campaign Implementation
- Keyword Optimization

EDUCATION & CERTIFICATIONS

Upraised 2022

CAP Fellow

St. Joseph Engg. College 2013 - 2018

B.E. in Mechanical (Mangalore)

St. Theresa's School 2001 - 2011

ICSE (Mangalore)

Advanced Certified Consultant 2021

Digital Marketing - Digiperform (Bangalore)

Sneaker Essentials 2019

Fashion Institute Of Technology (New York)

LANGUAGE PROFICIENCY

English

Verbal ★★★★★
Written ★★★★★

Hindi

Verbal ★★★★★
Written ★★★★★

Kannada

Verbal ★★★★★
Written ★★★★★

ACHEIVEMENTS

- ★ Top 2 sales performer (Q1 '22) - Tech Progenie
- ★ Highest sales made, \$18k (May '22) - Tech Progenie
- ★ Top 2 sales performer (Oct. '19) - HealthifyMe
- ★ Top 5 sales performer (Aug-Oct. '19) - HealthifyMe
- ★ Highest revenue made by a fresher (Jan '19) - HealthifyMe

CAREER HIGHLIGHT

Product Work

Upskilled with Upraised Apr. '22 - Sept. '22

- [Zomato - Solving the dilemma of deciding what to order on](#)
- [IND Money - Psych Teardown](#)
- [Product Observations](#)

Tech Progenie

Team Lead Jan. '21 - Present

- QuickBooks software & support sales for US-based B2B customers.
- Led a team of 8 to achieve the half-yearly company sales target of \$300k.
- Achieved personal half-yearly sales target of \$60k, contributing roughly 20% to overall company target.
- Set up strategies to efficiently achieve individual and team targets, adding 10% additional revenue for that month.
- Created another channel of revenue for the company, increasing monthly company revenue by 10%

Unacademy

Sr. Business Development Executive Apr. '20 - Oct. '20

- Identified the users' educational aspirations & challenges through direct interaction and solved their needs through the product.
- Contributed to monthly company sales target ₹5 Cr. by hitting personal sales target of 7, 8 & 10 lakhs consecutively for 3 months.

HealthifyMe

Business Development Executive Dec. '18 - Feb. '20

- Interacted with users to identify their lifestyle and fitness challenges to solve them through the product.
- Contributed to company sales target ₹5 Cr (2019) and subsequently ₹8 Cr. (2020) by hitting personal sales target avg. ₹2.5 Lakhs a month.

INTERSHIPS

KurtosKalacs - The Chimney Cake Cafe

Digital Marketing Intern Dec. '18 - June '19

- Ideate/execute social media creatives to increase footfall by 10% M.O.M.
- Monitored & maintained online presence of the brand to engage with users to grow the social media presence by 10% M.O.M.

Sole Search India

Social Media Marketing Intern July. '20 - Oct. '20

- Planned and executed events for the Bangalore chapter to convert offline customers to online followers, helping the brand gain recognition and grow from 0 to 10k followers in 4 months