

MD ASSADUZZAMAN

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PROFESSIONAL SUMMARY

Customer experience, operational reporting, and product operations professional with 7+ years of experience across data analysis, CRM workflows, sales operations, training, quality assurance, and customer operations. Currently managing Shikho internal CRM and tools while continuing to own sales lead management, dashboards, lead scoring, operational reporting, and automation workflows. Strong record of replacing manual processes with reliable systems that improve sales execution, operational visibility, and management decision-making.

CORE COMPETENCIES

Product & CRM:	CRM Roadmap, PRDs, User Stories, Sprint Planning, Workflow Design, Feature Rollout, Stakeholder Alignment
Reporting & Data:	Operational Reporting, Dashboard Development, Lead Performance Reporting, Data Analysis, Management Reporting, Performance Insights
Operations	Customer Operations, Digital Query Management, Telesales Operations, Lead Distribution, Lead Scoring, KPI & SLA Tracking, QA, Training
Automation & AI	Google Sheets, Google Apps Script, API Integrations, Workflow Automation, Claude Code, Gemini, ChatGPT, Perplexity
AI-Assisted Workflows	PRD Writing, Workflow Analysis, Data Analysis, Management Reporting, SOP Development, Process Improvement and AI-assisted scripting/prototyping for workflow demonstrations

CAREER HIGHLIGHTS

- 7+ years of progressive experience across customer operations, digital query management, telesales operations, training, quality assurance, reporting, data analysis, automation, and CRM product management/operations.
- Currently serving as sole product owner for Shikho's internal CRM and operations tools, supporting 250+ daily users across sales, operations, CX, QA, design, and engineering.
- Shipped major CRM capabilities including in-house calling system, Pay by Link, guided post-call wrap-up, AI-assisted filtering, WhatsApp templates, live agent status tracking with real-time operational dashboard.
- Owned lead distribution, lead scoring, and lead performance reporting for telesales, helping management monitor lead quality, assignment outcomes, follow-up activity, and conversion trends.
- Built dashboards, automated reports, Apps Script workflows, sales confirmation forms, refund automation, and lead distribution systems that reduced manual work and improved operational visibility.
- Progressed from frontline customer service and shift leadership into reporting automation, sales operations, and CRM product ownership, connecting customer-facing operations with data-driven product and process improvement.

CAREER PROGRESSION

Role	Company	Timeline
Product Owner, Internal CRM	Shikho	Sep 2025 - Present
Senior Executive, Reporting, Automation & Telesales Operations	Shikho	Aug 2023 - Sep 2025
Executive, Training-Quality & Sales Operations Analyst	Shikho	Nov 2022 - Aug 2023
Lead, Digital Query Management	Sheba Platform Ltd.	Dec 2021 - Nov 2022
Operations Team Lead	Genex Infosys Ltd.	Dec 2020 - Jan 2022
Senior / Customer Service Associate	Genex Infosys Ltd.	Apr 2018 - Dec 2020

EDUCATION

Economics - Govt. Titumir College, Dhaka
Higher Secondary Certificate (HSC), Humanities - 2017 - Adamjee Cantonment College, Dhaka
Secondary School Certificate (SSC), Science - 2015 - Shaheed Ramiz Uddin Cantonment School, Dhaka

PROFESSIONAL EXPERIENCE

Technical Product Owner, CRM & Internal Tools | Shikho

Sep 2025 - Present

- Own the roadmap for internal CRM, covering requirements, specifications, sprint planning, stakeholder alignment, and implementation follow-up.
- Shipped CRM features including inhouse inbound/outbound/autodial calling system used by 250+ users with advanced reporting, AI filtering system, Pay by Link - reduced payment complicity by 50%, guided post-call wrap-up, templated WhatsApp messaging, live agent status tracking & realtime dashboard increased monitoring efficacy accuracy & flexibility.
- Created sales confirmation form, API-driven lead distribution, quality audit automation to sales automation email workflows used by large daily teams, improving CRM execution and reducing manual handoffs.
- Work with the engineering, CX, QA and sales operations team to deliver features that improve revenue workflows, follow-up discipline, agent productivity, and management visibility for 300+ daily CRM users.
- Continue to manage reporting automation, lead scoring pipelines, and operational data workflows alongside product responsibilities.

Sr. Executive, Business Intelligence - Telesales Operations | Shikho

Aug 2023 - Sep 2025

- Managed end-to-end lead distribution for telesales by building scoring logic, improving MQL handover, assigning leads based on agent fit, and continuously optimizing distribution strategies using performance data.
- Owned lead performance reporting for distributed telesales leads, sharing regular management reports on lead quality, assignment outcomes, and conversion trends
- Built a multi-portal refund management web app that reduced refund processing time by 60% through automated workflows.
- Designed Google Sheets and Apps Script automation workflows that reduced manual effort across telesales operations by 60%+.
- Developed lead scoring, automated alerts, follow-up workflows, and lead distribution analysis to improve sales pipeline efficiency

Executive, Training-Quality & Sales Operations Analyst | Shikho

Nov 2022 - Aug 2023

- Audited call quality and trained new hires on process, communication, and service standards.
- Built and maintained Looker Studio dashboards, replacing 4+ hours of weekly manual reporting.
- Prepared daily, monthly, and quarterly performance reports for management with clear operational insights.
- Built sales and quality report automation systems to streamline recurring operations reporting.
- Set up evaluation and monitoring dashboards to track operator performance and script effectiveness.

Lead - Digital Query Management | Sheba Platform Ltd.

Dec 2021 - Nov 2022

- Managed daily operations for the digital support team, including escalations, SLA tracking, and service quality.
- Analyzed customer and campaign data to support marketing activity, customer engagement, and sales improvement.
- Handled multi-channel (Facebook, Instagram, Whatsapp, Telegram, LinkedIn, Google Play Console, Google Business) complaint resolution and coordinated between service operations and front-line teams.

Operations Team Lead | Genex Infosys Limited [Grameenphone, foodpanda]

Dec 2020 - Jan 2022

- Managed daily team operations, KPI tracking, performance audits, and improvement plans.
- Managed workforce planning, shift scheduling, shrinkage control, and resource allocation to maintain service levels.
- Led team training and quality monitoring activities to improve consistency and service performance.
- Conducted daily chat/call audits and participated in weekly calibration sessions to maintain communication quality and service standards through product knowledge, communication skills, confidence improvements.
- Analyzed DSAT conversations to identify communication gaps and implemented improvements to reduce dissatisfaction.

Senior / Customer Service Associate | Genex Infosys Limited [UBER, foodpanda]

Apr 2018 - Dec 2020

- Recognized as Quarterly Best Performer.
- Managed daily team operations, KPI tracking, performance audits, and improvement plans.
- Led team training and quality monitoring activities to improve consistency and service performance.
- Developed approximately 80% of the canned response library later adopted across the Live Chat operation