

# ANISA JAFFAR

Alappuzha, Kerala – 688001, India

Phone: +91 812972246 | Email: anisajaffar10@gmail.com

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## PROFESSIONAL SUMMARY

Versatile professional with 5+ years of experience in customer service management, technical support, and operations. Proven expertise in managing service centers, handling customer relations, and ensuring operational efficiency. Currently expanding skill set in digital marketing with certifications in SEO, Google Ads, and web development. Strong communicator fluent in English, Hindi, and Malayalam with demonstrated ability to work in fast-paced environments.

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## PROFESSIONAL EXPERIENCE

### Digital Marketing Intern

Skillmount Education | Present

- Developing practical skills in SEO, social media marketing, and Google Ads campaigns
- Creating and optimizing WordPress websites using Elementor
- Implementing Google Analytics 4 and Tag Manager for website tracking and analysis
- Conducting keyword research and competitive analysis for digital campaigns

### Cashier

Garden Café The Pepper Lounge, Kerala | 2022 - 2024

- Processed an average of 100+ daily transactions with 99.8% accuracy in cash handling
- Maintained organized cashier station and ensured compliance with hygiene standards
- Resolved customer complaints professionally, maintaining high satisfaction ratings
- Collaborated with 15+ team members to optimize service delivery and operations

- Implemented efficient checkout procedures that reduced customer wait times by 20%

### **Center Manager**

Voice Plus Support Service (Xiaomi Service Center), Kerala | 2019 - 2021

- Managed complete operations of authorized Xiaomi service center serving 500+ customers monthly
- Supervised technical support team providing diagnostics, repairs, and warranty services
- Maintained inventory management system ensuring 95% parts availability for repairs
- Coordinated with Xiaomi regional offices for escalations, system updates, and compliance
- Developed and maintained service center website and digital support content
- Achieved customer satisfaction score of 4.5/5 through efficient service delivery
- Generated daily reports on service metrics, inventory, and customer feedback

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### **EDUCATION**

**Bachelor of Computer Applications (BCA)** | Graduated 2018

Major in Computer Science and Applications

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### **CERTIFICATIONS**

- Digital Marketing Professional Certificate – Skillmount Education (2025)
- Diploma in Software Development – National Computer Saksharta Mission (2019)

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### **CORE COMPETENCIES & SKILLS**

#### **Digital Marketing:**

Search Engine Optimization (SEO) • Search Engine Marketing (SEM) • Social Media Marketing • Keyword Research • Google Ads (Search, Display, Video) • Content Marketing

**Web Development & Analytics:**

WordPress • Elementor • Google Analytics 4 (GA4) • Google Tag Manager • Website Optimization

**Business & Operations:**

Customer Service Management • Inventory Management • Team Leadership • Operations Management • Quality Assurance • Vendor Coordination

**Technical Tools:**

Microsoft Office Suite (Word, Excel, PowerPoint) • CRM Systems

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**LANGUAGES**

English (Fluent) • Hindi (Fluent) • Malayalam (Native)

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**PERSONAL INFORMATION**

Date of Birth: June 2, 1997

Nationality: Indian

Gender: Female

Marital Status: Single

Passport Number: W5364310

Passport Valid Until: September 20, 2032

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**DECLARATION**

I hereby declare that all the information provided above is true and accurate to the best of my knowledge and belief.