

Contact

www.linkedin.com/in/touseefalvi
(LinkedIn)

Top Skills

FinTech
Software Project Management
Payment Card Processing

Languages

Hindi (Native or Bilingual)
Punjabi (Limited Working)
English (Professional Working)
Urdu (Limited Working)

Publications

ICT for Special Need education
(SNE) of Differently Abled Students
Un/ethical Objectification of Women
in Advertisements: Modern Sale &
Marketing Strategies
The influence of alertness on
students' entrepreneurial intention
Connection between Marketing and
Human resources: A review
The Battlefield of Life (Poem)

Touseef A.

Marketer <> Product Owner
Bengaluru, Karnataka, India

Experience

Datman Ltd
Product Manager
December 2022 - Present (3 years)

OmniPay
Senior Marketing Manager
June 2021 - January 2023 (1 year 8 months)
Stoke-on-Trent, England, United Kingdom

North Loop: Banking Made Easy
Head of Marketing and Growth
July 2020 - June 2021 (1 year)

Dr. Booch Kombucha
Chief Marketing Officer
November 2019 - July 2020 (9 months)
New Delhi Area, India

Brewing dreams with a fermented tea recipe.

Infollion Research Services
Growth Hacker
November 2018 - November 2019 (1 year 1 month)
Gurgaon, India

AllRoomZ
Social Media & Business Development Executive
January 2018 - July 2018 (7 months)
Chandigarh Area, India

->Strategized and executed sales across calls, in person and social media channels
->Formulated SMM campaign calendars to optimally build brand image online
->On boarded 70 properties with 300+ inventory onto the company's network
->Business development with 10 area demand associates to spearhead locality level demand

generation and boost conversions

Education

Thapar Institute of Engineering & Technology

Bachelor of Engineering (B.E.) + MBA (Marketing,HR,IT), Industrial
Engineering · (2013 - 2018)