

Adem Şems Asha



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Dynamic Operations & Account Management Specialist with 8+ years of experience delivering high-touch service for global brands and elite institutions. Proven track record in **request management, bespoke client solutions**, and maintaining **proactive communication** across multi-channel platforms. Expert at utilizing CRM data and analytics to drive retention and exceed stakeholder expectations in fast-paced, luxury-focused environments.

Areas of expertise:

High-Stakes Account Management	Operational Request Management	CRM & Data Management
Global Client Relations	Bespoke Solution Research	High-Touch Communication
Strategic Planning & Execution	Project & Stakeholder Coordination	Creative Problem Solving
Multi-Channel Engagement	Advanced Data Interpretation	Adaptability & Flexibility

Key Achievements:

- **GoDaddy (Fekra Comms):** Optimized client journey and experience quality, resulting in an 18% increase in conversion efficiency and improved global brand positioning.
- **NTV IPTV:** Managed end-to-end subscriber lifecycles, achieving a 30% growth in new acquisitions and a 25% uplift in client retention through proactive service management.
- **Tarabya British School:** Orchestrated high-touch communication and inquiry management strategies that increased enrollment by 20% and improved community engagement by 50%.

Education:

Girne American University

Bachelor of Science in International Business Management

Duration: 2012 – 2016

EMPLOYMENT HISTORY

Account Manager (GoDaddy Account)– Fekra Comms (Remote) | 08/2021 – Present

- **Request & Service Management:** Lead the execution of high-priority client requests, ensuring 100% alignment between brand objectives and operational delivery.
- **VIP Relationship Management:** Orchestrated cross-platform communication strategies for major stakeholders, resulting in a 30% increase in audience engagement and a 25% uplift in retention.
- **Data & CRM Oversight:** Utilized advanced analytics and CRM insights to refine service delivery, achieving a 35% improvement in response rates and more efficient resource allocation.
- **Process Optimization:** Improved client landing page efficiency by 18% through iterative testing and direct integration of stakeholder feedback.

- **Strategic Problem Solving:** Managed complex, fast-paced project lifecycles, consistently meeting tight deadlines while maintaining the high-quality standards expected by a global tech leader

Marketing Consultant – Tarabya British School, Türkiye 08/2019 – 06/2021

- Developed and implemented a strategic marketing plan that increased school visibility by 35% and enrollment rates by 20% within the first year.
- Conducted market research using demographic analysis tools, leading to a 25% increase in campaign effectiveness by tailoring messages to the target audience.
- Managed and grew the school's social media presence, resulting in a 50% increase in follower engagement and a 30% boost in community growth through high-impact content.
- Worked with the admissions team to create promotional materials that improved prospective student inquiries by 40%, effectively communicating the school's core values and educational benefits.

B2B Content Strategy Lead – NTV (IPTV) RF 01/2017 - 06/2019

- Developed and executed innovative marketing strategies that increased subscriber acquisition by 30% and retention rates by 25%, solidifying NTV's market presence.
 - Crafted targeted content based on market analysis, resonating with key demographics and boosting engagement by 40% through tailored messaging.
 - Enhanced NTV's industry position by strategically marketing key products, resulting in a 35% increase in market share and establishing NTV as a leader in the IPTV sector.
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Other Knowledge & Skills

- **Operations & Service Excellence:** Over 8 years of experience in multi-channel request management and global client relations.
- **Tech-Savvy & CRM Proficiency:** Expert in managing client data and service history through CRM systems and operational tools including HubSpot, Sprinklr, and Google Analytics.
- **Communications Mastery:** Proficient in high-impact professional communication via MailChimp, Hootsuite, and Sprinklr to maintain proactive client engagement.
- **Research & Bespoke Solutions:** Strong ability to conduct market research and demographic analysis to find top-tier solutions for unique client needs.
- **Adaptability:** Thrives in fast-paced, high-stakes environments; highly flexible and available for rotating shifts, including weekends and holidays, to support global clientele.
- **Design & Technical Basics:** Template graphic design skills using Illustrator; basic knowledge of HTML, CSS, and Python for technical troubleshooting.