



# SAYED HUMAID

PRODUCT ENTHUSIAST

## REACH ME AT

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- 📍 Bangalore, India

## SKILLS

- Business Development
- CRM expert
- Social Media Marketing
- Ads - Google, FB, LinkedIn, Instagram
- Email Marketing
- WordPress website development
- SQL, Mixpanel, Jira Competent

## CAREER HIGHLIGHT

### Product Work (Linked)

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

- [Zomato - Solving the dilemma of deciding what to order on](#)
- [1 Finance - Product Launch](#)
- [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**.
- Suggested to the product team a new product idea based on the conversation with users involving healthy food subscription (Launched)

## 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.
- Maintained the 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

## PRODUCT COMMUNITY

Products for Next Half Billion



Part of the initial few members of the community of PMs, Data analysts, engineers etc. that focus on understanding user behaviours of Tier 3 cities and below to build products for the next half billion people who are yet to get digitised and to come online for the first time - ([Featured](#))

## EDUCATION & CERTIFICATIONS

Upraised

2022

CAP Fellow - [Product Portfolio](#)

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 - Digiprform

(Bangalore)

Sneaker Essentials

2019

Fashion Institute Of Technology

(New York)

## 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