

Daud Asad (David Leo)

CUSTOMER SUPPORT LEAD (CSR / CRM)

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Peshawar, KPK, Pakistan

<https://davidleo59.github.io/portfolio/>

Customer Support Lead and CRM Professional with 4+ years of experience delivering customer support, customer success, CRM operations, KYC verification, withdrawal reviews, escalation management, and community engagement across Web3, crypto, gaming, and digital platforms. Experienced in leading support operations, redesigning workflows, implementing automation, optimizing reporting systems, improving service quality, and managing Zendesk environments. Proven ability to improve customer satisfaction, streamline support processes, and build strong relationships with users, stakeholders, and internal teams.

PROFESSIONAL EXPERIENCE

Customer Support Lead (CSR Lead)

KAI Crypto Exchange | International (World Wide)

Oct 2025 - Jun 2026

- Led Customer Support and Customer Success operations while improving service quality and operational efficiency.
- Redesigned support workflows, reporting systems, and escalation processes.
- Implemented automation solutions to reduce delays and improve support performance.
- Manage escalation channels and resolved complex user issues.
- Handled withdrawal reviews and KYC verification approvals.
- Oversaw Zendesk ticketing operations, email support, and customer inquiries.
- Acted as the primary bridge between users, the community, and internal teams.
- Collected user feedback and helped implement improvements to enhance the customer experience.

Community & Customer Relations

Thovt (RWA Web3 Project) | Dubai

Mar 2024 - Apr 2025

- Managed customer and community support across multiple channels, ensuring timely issue resolution and positive user experiences.
- Assisted investors and stakeholders by handling inquiries, providing updates, and maintaining strong professional relationships.
- Supported campaign execution, user onboarding, reward distributions, and wallet related assistance.
- Supervised community feedback and escalations, helping improve user satisfaction and retention.
- Contributed to the growth and management of a 6,000+ member community while supporting a \$250,000 engagement campaign.

Customer Relation Management

Discord | Global

Sep 2021 - Mar 2025

- Managed and moderated international online communities, maintaining a professional and welcoming environment.
- Responded to user inquiries and support requests while ensuring timely communication and issue resolution.
- Monitored community sentiment and identified recurring concerns to improve member experience.
- Collaborated with moderators and project teams to maintain community standards and engagement.
- Facilitated discussions and encouraged meaningful participation across multiple community channels.

Social Media Support Specialist

Twitter (X) | Europe

Jun 2021 - Sep 2024

- Managed customer interactions and user inquiries through social media channels, ensuring timely and professional communication.
- Assisted users by addressing concerns, providing guidance, and resolving issues to improve customer satisfaction.
- Maintained positive relationships with customers and community members through proactive engagement and support.
- Monitored user feedback and escalated relevant concerns to appropriate teams for resolution.
- Contributed to customer retention and brand trust by delivering consistent and customer-focused support experiences.

Customer Service Representative

Fleamint (Web3 Project) | Singapore

Sep 2023 - Jul 2024

- Delivered customer support, ticket handling, and issue resolution across multiple channels.
- Managed user and investor communications while maintaining high service standards.
- Supported community initiatives, moderation efforts, and customer retention activities.
- Customer Support, KYC & Withdrawal Operations.
- Handled backend customer support operations and ticket management.
- Processed KYC verification requests and account reviews.
- Reviewed withdrawal requests and assisted with operational compliance procedures.
- Managed escalations and customer related operational tasks.

Community Support Specialist

Defactor (Tokenization & DeFi Platform) | Remote

Dec 2022 - Aug 2023

- Assisted users with platform-related inquiries and support requests.
- Supported onboarding and customer education initiatives.
- Collected community feedback and reported user concerns to internal teams.
- Maintained positive customer relationships through proactive engagement.

Core Skills

Customer Support & CRM:

Ticket Management, User Query Resolution, Customer Support, Customer Relationship Management (CRM), Investor & Client Relations, Customer Success, Zendesk, Escalation Management

Communication & Problem Solving:

Communication Skills, Conflict Resolution, Technical Troubleshooting, Interpersonal Skills, Stakeholder Communication

Project & Time Management:

Time Management, Prioritization, Team Collaboration, Workflow Optimization, Process Improvement

Analytical & Reporting Skills:

Data Analysis, Performance Tracking, Customer Feedback Analysis, Reporting & Documentation, KPI Monitoring

Communication Skills:

Written Communication, Verbal Communication, Client Relations, Cross Team Collaboration.

Education

City College Of Science Peshawar

Oct 2024 - May 2026

FSC Computer/Information Technology Administration and Management

Peshawar Public School & College

Mar 2016 - Aug 2024

Matric IT Computer

Certificates

Customer management

Feb 2024

Great Learning

Social Media Management

Feb 2024

Great Learning

Project Management

Jan 2024

Great Learning

Business Analysis & Process Management

Dec 2023

Coursera

Google Analytics Certification

Dec 2023

Google