

SANA MALIK

Customer Success Manager



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ABOUT ME

With an MBA in Marketing and over a decade of experience across customer support, customer success, finance, and freelancing, I bring a unique blend of strategic insight and hands-on expertise to the table. My professional journey has honed my skills in digital marketing, data analytics, and leadership, enabling me to drive impactful results in diverse business environments.

With 10 years of experience, I have developed a versatile skill set that includes:

Customer Support & Success: Delivered top-notch service and support, ensuring customer satisfaction and retention through effective communication and problem-solving.

Freelancing: Applied expertise in Power BI and digital marketing to freelance projects, providing tailored solutions for clients and helping them achieve their business goals.

My diverse background enables me to approach challenges with a comprehensive perspective, blending analytical skills with strategic vision. I am passionate about leveraging my knowledge and experience to drive business success and foster growth in dynamic and innovative environments.

Career Highlights:

360 Travel Group

Customer Success Manager (DEC '22 – Present)

As a Customer Success Manager at 360 Travel Group, my role is crucial in ensuring that clients have exceptional experiences from the moment they inquire about a service to the conclusion of their Reservation.

Webx Ecommerce

Sales Team Lead (JUN'22 – DEC'22)

As a Sales Team Lead for Webx Ecommerce, my role was to guide and inspire a team of sales professionals in promoting e-commerce solutions to potential clients. I was responsible for driving sales performance, achieving targets, and ensuring exceptional customer experiences throughout the sales.

VAVA Cars

Senior Specialist Direct to Customer Operations (JAN'21 – JUN'22)

The E-commerce and Microsoft Dynamics Specialist plays a crucial role in optimizing direct-to-customer operations by leveraging both an e-commerce platform and Microsoft Dynamics. This position focused on enhancing the customer experience, streamlining processes, and driving sales through effective management of online retail systems.

Scalemill

Customer Success Officer (JUL'20 – JAN'21)

As Customer Success Officer (CSO) I played a vital role in an organization by ensuring that customers achieve their desired outcomes while using the company's services.

Perfect Holidays

Customer Service Team Lead (JAN '17 – APR '20)

As Customer Services Team Lead I was responsible for overseeing a team of customer service representatives to ensure high-quality service and support for clients.

Key Achievements:

- Reduced complaint ratio at Perfect Holidays in 2019.
- Maintain 80% premium customers for Fourscore.
- Implemented Microsoft Dynamics 360 throughout the operations in Vava Cars in 2022.
- Launched Direct to Customer operations in Vava Cars in 2022.
- Implementing of an analysis-based decision making approach to significantly enhance the quality in 360 Travel Group.
- Successful implementation of After Sales operations in Karachi for 360 travel group.
- Developed and managed E-commerce operations for local clothing brand.

EDUCATION CREDENTIALS:

Degree	University	Year
Master of Business Administration (MBA) Marketing	Iqra University	2018
Bachelor of Commerce (B.com)	Karachi University Business School University of Karachi	2015

ADDITIONAL COMPETENCIES

Diploma in Digital Marketing and E-commerce

- Social Media Marketing
- Business Intelligence
- E-Commerce Business
- Amazon FBA

PERSONAL PROFILE

- Date of Birth: 05/11/1911
- Nationality: Pakistani
- Country of Residence: Pakistan
- Marital Status: Single

REFERENCES

To be furnished upon request