

# SINAKO

Customer Success | Digital Services | Onboarding & Customer Education

Johannesburg, South Africa

**RooCruit**

---

## PROFESSIONAL SUMMARY

Customer Success and service delivery professional with over 5 years of experience across SaaS, digital platforms, onboarding, training, and stakeholder engagement. Proven ability to support account-based services, customer-facing applications, and digital products while driving product adoption and customer satisfaction. Passionate about building long-term customer relationships and contributing to scalable, high-impact service delivery through onboarding, incident management, and CRM expertise.

## KEY SKILLS

- SaaS Onboarding & Implementation
- Digital Products & Mobile Apps
- CRM Systems & Case Management
- Knowledge Base & Self-Service Enablement
- Customer Success & Account Support
- Customer Education & Training Delivery
- Incident Monitoring & Escalation
- Reporting & Data Accuracy

---

## PROFESSIONAL EXPERIENCE

**Customer Education Analyst**

March 2024 – Present

### *Leading Marketing Technology SaaS Provider*

- Provide frontline support and structured education for customers using digital platforms and account-based SaaS services.
- Lead customer onboarding initiatives, reducing ramp-up time by 25% and improving early product adoption.
- Guide users through account setup, troubleshooting, and navigation of customer-facing applications.
- Translate complex system features and workflows into clear, user-friendly guidance.
- Conduct live webinars, onboarding sessions, and training workshops to drive correct platform usage.
- Develop and maintain knowledge base content to enhance self-service and 24/7 customer access.
- Log, track, and resolve customer queries using CRM and internal ticketing systems.
- Analyse customer feedback and service data to identify trends and support continuous improvement.

### **Content and Training Supervisor**

July 2023 – February 2024

#### *Specialist Telecommunications Firm*

- Coordinated development and delivery of structured training materials and operational content.
- Ensured quality assurance and compliance with internal standards and telecom industry best practices.
- Designed curriculum frameworks aligned with operational and service requirements.
- Delivered onboarding and training sessions to internal teams and stakeholders.
- Maintained SOPs, documentation, and operational guidelines to support service consistency.
- Integrated digital tools to enhance training tracking and reporting.

### **Retail Supervisor**

August 2022 – June 2023

#### *Global E-commerce & Technology Leader*

- Delivered high-volume frontline customer support, resolving account, order, and service-related issues.
- Assisted customers with returns, exchanges, and payment processing while maintaining compliance.
- Maintained accurate documentation of customer interactions and resolutions.

- Identified customer needs and recommended appropriate products or solutions.
- Escalated complex cases and collaborated with internal teams for timely resolution.

## Language Consultant

March 2019 – July 2022

### *International Business Process Outsourcing (BPO) Agency*

- Delivered communication and language support to improve clarity and effectiveness in professional environments.
- Assessed communication proficiency and provided structured, actionable feedback.
- Facilitated cultural sensitivity and communication training sessions.
- Supported customer-facing teams in improving service delivery through effective communication practices.

## Assistant Manager

August 2014 – December 2018

### *Direct Marketing & Consumer Engagement Agency*

- Supported marketing operations, customer engagement initiatives, and stakeholder communication.
- Assisted in executing customer-focused campaigns, performance tracking, and reporting.
- Ensured compliance with internal procedures and industry guidelines.
- Collaborated cross-functionally to improve service delivery and customer satisfaction outcomes.

## EDUCATION

---

### **Wits Business School**

Postgraduate Diploma in Business Administration (2025 – 2027)

### **University of the Western Cape**

Bachelor of Arts in Social Sciences (2010 – 2014)

Majors: Psychology and Political Science

## La Salle College

National Senior Certificate (2004 – 2008)

## TECHNICAL SKILLS

---

- CRM & Customer Support Platforms
- Microsoft Office & Google Workspace
- SaaS & Digital Applications
- Knowledge Base & E-Learning Platforms

## LANGUAGES

---

**English:** Advanced   **isiXhosa:** Native   **isiZulu:** Proficient