

JENNA

Customer Success Manager | Account Manager

Johannesburg, South Africa • EU Passport Holder

RooCruit

PROFESSIONAL SUMMARY

Customer-focused professional with strong experience in customer success, account management, and cross-functional collaboration. Excellent at building trusted relationships, understanding client needs, and proactively driving adoption, retention, and long-term value. Adaptable approach to problem-solving, utilizing data and clear communication to identify risks and improve the overall customer experience in fast-paced Fintech and commercial environments.

KEY ACHIEVEMENTS

- Graduated Cum Laude from North West University (2017)
- Member of the Golden Key Society (2015 - 2017)
- Member of Student Counsel (2014)

PROFESSIONAL EXPERIENCE

Customer Success Manager / Account Manager

Sep 2022 – Present

Leading South African Fintech Firm

Johannesburg, South Africa

- **Customer Retention & Growth:** Drove customer retention and expansion revenue by developing tailored success plans and value-driven engagement.
- **Customer Onboarding & Adoption:** Optimized the onboarding journey, accelerating time-to-value and increasing product adoption rates.
- **Account & Relationship Management:** Managed a portfolio of key accounts, building long-term relationships with senior stakeholders.
- **Customer Insights & Risk Management:** Leveraged usage data to identify risk signals and anticipate churn, providing actionable insights to internal teams.
- **Cross-Functional Collaboration:** Partnered with Sales, Marketing, and Credit teams to align customer needs with product initiatives.
- **Technical Proficiency:** Salesforce, Forest, Intercom, Omnichannel, Amazon Phone, Microsoft Teams, and Slack.

Market & Research Associate

Feb 2020 – Aug 2022

Global Tax & Commercial Services Group

Johannesburg, South Africa

- Progressed into a research-focused position supporting sales strategy and data-driven decision-making across European markets.
- Conducted in-depth market research to track trends and identify growth opportunities across multiple European regions.
- Designed and executed targeted surveys to gather market insights for regional sales and marketing initiatives.
- Created comprehensive regional reports and campaigns to identify upsell opportunities within the existing client base.
- Utilized Power BI, Salesforce, LinkedIn Sales Navigator, and ZoomInfo to build data-driven strategies.

Business Development Executive

Jan 2019 – Jan 2020

Global Tax & Commercial Services Group

- Managed end-to-end sales support activities, from lead identification to relationship-building with prospective clients.
- Partnered with Sales and Marketing to develop client-focused materials and analytical insights to help close deals.
- Supported onboarding, invoicing, and administrative processes to ensure a smooth transition for new clients.

Freelance Videography & Content Creation

June 2018 – Jan 2019

Strategic Marketing & Content Agency

- Generated creative content ideas and visual assets tailored to diverse client needs.
- Utilized photo and video editing software alongside MS Office for project management.
- Collaborated with teams and external stakeholders to deliver engaging audience content.

Sales Representative

Jan 2014 – Dec 2017

Boutique Retail & Events Firm

- Maintained expertise on all retail promotions and managed merchandise logistics.
- Coordinated delivery schedules and event travel based on sales forecasting and client needs.

CORE COMPETENCIES

- Strategic Account Planning
- Negotiation & Stakeholder Management
- Problem-Solving & Risk Mitigation
- FICA & Fintech Regulatory Knowledge
- Creative Thinking

SOFTWARE & LANGUAGES

- CRM: Salesforce, Intercom, CRM Platforms
- Analytics: Power BI, ZoomInfo
- Productivity: Microsoft Office (Expert), Slack, Teams
- **English:** Native/Bilingual
- **Afrikaans:** Professional Working Proficiency

EDUCATION

BA in Communication and Language Practice

2015 – 2017

North West University (NWU)

Graduated Cum Laude

National Senior Certificate (Matric)

2010 – 2014

Vaal Park High School

Subjects: Pure Mathematics, Biology, Accounting, English, Afrikaans, Hospitality.

This candidate has been pre-vetted by RooCruit. Contact us for interview requests or full references.