

MORUSHKA

RooCruit

Business Development Manager | Customer Success Manager

Randburg, Gauteng, South Africa | Code 8 Driver's License

PROFESSIONAL SUMMARY

Seasoned and highly skilled professional with extensive experience in sales management and customer success. A high-achieving, award-winning specialist with a proven record of driving market growth, reducing operational costs, and maintaining exceptional customer satisfaction levels. Expert in navigating complex SaaS environments, managing international enterprise portfolios, and fostering long-term strategic partnerships.

KEY SKILLS

Sales Forecasting

CRM: Salesforce, HubSpot, Zoho

Proposal & Tender Management

Channel & Partner Growth

Account Management

Customer Success & Onboarding

Strategic Relationship Building

Business Intelligence Tools

Team Leadership

PROFESSIONAL EXPERIENCE

Sales Administrator (Contract)

Aug 2025 - Dec 2025

Financial Credit API Solutions Provider

- Assisted the sales team with preparing highly technical quotes, proposals, and contracts.
- Accurately processed sales orders to ensure seamless delivery and implementation.
- Maintained organized lead and client records within Salesforce CRM.
- Managed the administrative lifecycle of contracts, NDAs, and sales documentation.

Client Growth Specialist

Aug 2024 - May 2025

Specialist SaaS Audit & Compliance Firm

- Managed and grew a portfolio of SaaS clients utilizing auditing and compliance software.
- Drove product adoption through targeted onboarding, training, and enablement sessions.
- Identified and executed successful upsell and cross-sell opportunities.
- Conducted regular business reviews to align platform value with specific client goals.
- Monitored customer health metrics and usage patterns to mitigate renewal risks.

Channel Manager / Customer Success Manager

Aug 2021 – July 2024

International Software Organization

- Managed 80+ enterprise-level clients globally (US, UK, Canada, Dubai, India, SADC, Hong Kong, Australia).
- Led a team of Business Development Executives and 5 Support Technicians in Customer Success.
- Conducted Quarterly Business Reviews (QBRs) with Tier 1 and enterprise clients to optimize usage.
- Oversaw partner onboarding, live demonstrations, and technical deployment support.
- Managed RFQ tender processes, prepared executive presentations, and handled commercial documentation.

Account Manager (Promoted from Lead Generator)

Dec 2020 – Aug 2021

International Software Organization

- Promoted rapidly within 4 months due to exceptional performance in lead generation and qualified account handling.
- Established primary points of contact to drive satisfaction and retention within local market segments.

Business Developer

Mar 2019 - June 2020

IT Telecommunications & Office Automation Firm

- Developed and managed strategic relationships with financial networks and partners.
- Collaborated with technical teams to design comprehensive solutions and cost-saving proposals.
- Utilized Salesforce to track lead activities and pipeline opportunities.

Sales Executive

Mar 2014 – Feb 2019

Professional Training & Development Group

- Proactively led the sales team in consistently attaining the highest sales targets.
- Managed lead sourcing and client relationship building for private and government sectors.
- Prepared weekly sales reports and maintained an efficient, target-driven work environment.

EDUCATION

- **SAP Navigation Certification** - Leadwave Solutions
- **Introduction to Pastel Accounting** - Oval College
- **Diploma in Interior Design and Décor** - Intec College
- **Matriculation**

AWARDS

- **Highest Sales Achiever of the Year (2018)**

- **Highest Sales of the Year (2017)**

SOFTWARE PROFICIENCY

MS Office Suite (Expert)

Salesforce / HubSpot / Zoho

Pastel (Expert)

SAP (Intermediate)

CAD (Intermediate)

Zoom / Slack / Calendly

LANGUAGES

English, Afrikaans, Zulu, Hindi

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