

# MERLYN

## Customer Success & Stakeholder Relationship Consultant

Johannesburg / Cape Town, South Africa (UK & SA Citizenship)

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### PROFESSIONAL SUMMARY

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An versatile MBA-qualified leader with a background in Graphic Design and Marketing, specializing in Customer Success and Stakeholder Relationship Management. Proven track record in developing Customer Experience (CX) frameworks, managing large-scale client portfolios, and driving international market growth through strategic branding and business acumen. A published author on stakeholder reputation with extensive experience across telecommunications, luxury travel, and retail manufacturing sectors on three continents.

### KEY SKILLS

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- Customer Experience (CX) Strategy
- Stakeholder Relationship Management
- Strategic Marketing & Branding
- UX/Digital Journey Optimization
- International Market Development
- Qualitative & Quantitative Research
- Project & Team Management
- Corporate Communications & Content
- Sales Operations & CRM Systems
- Graphic Design & Art Direction

### PROFESSIONAL EXPERIENCE

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#### Customer Success Consultant

**Jan 2024 – Dec 2024**

*International Consumer Goods Manufacturer*

Leveraged sales and marketing expertise to scale international market presence and transition the company toward a customer-centric model.

- Launched branded products on Amazon UK & US (June 2024), exceeding sales targets.
- Exported products to five continents while maintaining local market relations.

- Established systems for international customer acquisition and content strategy.
- Documented a comprehensive Customer Success vision and training succession plan.
- Managed New Product Development (NPD) projects, specifically for the pet care market.

### **National Customer Success Team Manager**

**April 2022 – Oct 2023**

*Leading Telecoms & IT Service Provider*

Tasked with building a Customer Relationship team and improving the existing service department through data-driven insights.

- Oversaw client retention and growth for a portfolio of over 1,700 clients.
- Led a national team of 9 Customer Service Executives.
- Designed commission structures for both service and relationship-based teams.
- Implemented tactical sales plans using customer reviews and Salesforce data.
- Iterated CRM operational systems to improve internal service delivery.

### **Customer Success and Relationship Consultant**

**Feb 2021 – Feb 2022**

*Inbound Luxury Travel & Hospitality Groups*

Conducted high-level research using MBA methodology to optimize stakeholder performance and digital transformations.

- Analyzed the digital customer journey to determine optimal balance between automation and human interaction.
- Conducted qualitative and quantitative stakeholder interviews.
- Developed employee-leadership engagement strategies based on research insights.
- Solved complex business problems to optimize customer performance metrics.

### **National Customer Experience Manager**

**Jan 2014 – April 2019**

*Enterprise Communications & Technology Firm*

Directed Stakeholder Management and CX functions to align Sales, Marketing, HR, and CSR efforts.

- Managed a R14 million budget for stakeholder initiatives and media placement.
- Led national event creation and marketing/sales communications.
- Modified staff behavior through coaching to shift organization to a customer-centric culture.
- Modeled customer and staff journeys to identify and close service gaps.

- Designed digital touchpoints including website architecture and mobile app interfaces.

## Customer Experience Manager

**Aug 2006 – Dec 2013**

*Leading Network & Connectivity Provider*

- Instigated the creation of the Customer Experience Management (CEM) division in 2012.
- Scaled the department from 2 to 6 professionals while transitioning from CRM to CEM.
- Awarded "Best of the Best" National Sales incentive winner for two consecutive years.
- Customized SAP software development to align with CRM requirements.
- Managed high-value relationships for over 300 corporate customers.

## National Marketing Manager

**Jan 2003 – Dec 2004**

*International Entertainment & Cinema Group*

- Orchestrated the public relations and opening of four new theatre locations.
- Directed marketing management for major regional hubs.
- Developed specialized leadership incentive schemes and corporate sales programs.

## EDUCATION

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### University of the Witwatersrand Business School (WBS)

MBA - Master of Business Administration (2007 – 2010)

Thesis: Measuring Corporate Stakeholder Reputation through Storytelling (Published in European Emerald Publishing Journal)

### Institute of Marketing Management (IMM)

Marketing Management 3-year Degree (1997 – 2001)

### Wits University

Graphic Design Diploma (3 years full-time)

## CERTIFICATIONS & OTHER

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- Diamond Grader (Diamond Institute of SA)
- Game Ranger FGASA 3
- Published Author (Management Decisions Journal)
- First Aid (Adverse Conditions)
- BASI Pilates Instructor

Confidentially prepared by RooCruit. Contact us for further information about this candidate.

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