

JESSICA ABU JOY

Growth Associate | Customer Success | Operations & CRM Specialist

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PROFESSIONAL SUMMARY

Growth-focused Operations and Customer Success professional with 3+ years of experience supporting customer acquisition, retention, sales operations, CRM management, business reporting, and process optimization. Proven ability to analyze customer behavior, identify growth opportunities, and collaborate with cross-functional teams to improve customer experience and operational efficiency.

KEY ACHIEVEMENTS

- Improved customer support efficiency through analysis and process improvements.
 - Supported customer retention initiatives through proactive follow-ups and relationship management.
 - Generated operational and customer performance reports for decision-making.
 - Maintained CRM data accuracy and customer lifecycle records.
 - Developed SOPs that improved operational consistency and productivity.
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WORK EXPERIENCE

Growth Associate | Haus Strom Nigeria Ltd

Dec 2025 – Present

- Drive customer acquisition, engagement, and retention initiatives to support business growth objectives.
- Analyze customer feedback, behavioral trends, and operational metrics to identify growth opportunities.
- Support marketing and sales campaigns through lead tracking, customer outreach, and performance reporting.
- Manage CRM data, customer segmentation, and lifecycle communications.
- Collaborate with product, operations, and customer success teams to optimize customer journeys.

Customer Service Representative | Promatic Nigeria

Aug 2024 – Sept 2025

- Managed customer inquiries through phone, email, and live chat channels.
- Analyzed customer tickets and support trends using CRM and support tools.
- Generated weekly and monthly service performance reports.
- Collaborated with operations and product teams to improve service delivery.
- Maintained accurate customer records within CRM platforms.
- Supported customer onboarding and account assistance.
- Conducted proactive follow-ups to improve retention.

Virtual Operations Assistant | Freelance / Remote

Sept 2023 – Jul 2024

- Supported daily business operations across logistics, administration, recruitment, and customer service.
 - Managed CRM systems, customer databases, and sales pipelines.
 - Assisted with lead generation, qualification, and follow-up activities.
 - Coordinated quotations, scheduling, bookings, and service requests.
 - Developed operational reports and dashboards using Excel and Google Sheets.
 - Created SOPs to improve workflow efficiency.
 - Supported recruitment processes including screening and onboarding.
 - Monitored customer reviews and feedback and provided recommendations.
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TECHNICAL SKILLS

- Customer Retention & Customer Experience Optimization
 - Lead Management & Customer Engagement
 - Zendesk, Freshdesk, CRM Administration
 - Microsoft Excel, Google Sheets, KPI Tracking
 - SOP Documentation & Process Improvement
 - Slack, Trello, Zoom, Microsoft Office, Google Workspace
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EDUCATION

B.Sc. Microbiology, Federal University of Agriculture Abeokuta (2021 – 2024)

ND Science Laboratory Technology, D.S. Adegbenro ICT Polytechnic (2017 – 2019)