

REHAN SHAIKH

CUSTOMER SUCCESS SPECIALIST—CRM, Client Onboarding & Success Management

✉ shaikhrehan276@gmail.com ☎ (+1) 416-388-8545 📍 Ontario in [LinkedIn](#)

PROFESSIONAL SUMMARY

Analytical Customer Success Specialist with expertise in CRM systems, client onboarding, lifecycle management. Improved adoption rates by 127%, reduced process inefficiencies by 28% using Salesforce, Power BI, Tableau. Proficient with translating customer insights into actionable engagement strategies that enhance retention, satisfaction, long-term client growth. Drives measurable improvements in account health, optimizes multi-channel client success operations.

SKILLS

- **Customer Relationship Management:** Salesforce, CRM dashboards, GA4 and Google Tag Manager
- **Support Data Analytics:** Advanced Excel, Office 365 Suite, KPI monitoring, and customer feedback analysis.
- **CRM & Operational Systems:** SAP, Oracle for case validation, service accuracy, and workflow optimization.
- **Customer Success Operations:** B2B & B2C engagement, renewal forecasting, and satisfaction analysis.
- **Service Reporting & Insights:** Ticket resolution metrics, support quality audits, and issue escalation

WORK EXPERIENCE

Sales & Marketing Specialist

Bell Canada

November 2024 – Present

Ontario

- Developed client-centric pricing frameworks leveraging real-time usage analytics and satisfaction elasticity using SQL, maximizing client value across service portfolios and sustaining a monthly retention impact of \$39,600.
- Unified customer engagement intelligence by integrating cross-functional KPIs through Power BI dashboards, and automation workflows, driving account monitoring, and increasing client adoption rates by 127% overall.
- Enhanced client lifecycle management by deploying structured success workflows in Salesforce CRM dashboards, improving renewal forecasting accuracy, achieving a 73% uplift in customer satisfaction through tracking.

Account Specialist

TELUS

April 2024 – October 2024

Ontario

- Expanded client success database by executing segmented engagement analytics and personalized onboarding initiatives, driving a 37% overall rise in customer activation and improving retention and renewal ratios.
- Optimized Salesforce CRM operations by implementing automated client health tracking and intelligent segmentation systems, achieving a 137% gain in success reporting accuracy, visibility, and process standardization.
- Formulated targeted adoption frameworks for enterprise portfolios using predictive analytics and retention modeling in Tableau, exceeding quarterly engagement benchmarks by 108% and accelerating client growth velocity.

Sales Associate

Bell Canada

November 2022 – March 2024

Ontario

- Executed data-driven onboarding campaigns through CRM-based engagement, analytical client targeting, enhancing customer adoption by 23%, boosting total retention across assigned portfolios through success planning.
- Strengthened account health by tracking and analyzing customer satisfaction KPIs in Power BI, attaining regional recognition for superior client enablement, improving experience scores by 15% through performance insights.
- Evaluated client feedback data and success intelligence to refine product utilization, enabling the customer division to exceed quarterly satisfaction goals by 12% overall and supporting adoption and retention expansion.

Concept Manager

Lifestyle International Pvt. Ltd.

November 2020 – April 2022

India

- Managed cross-functional client analytics for a 28-member success team through customer journey assessment, maintaining a Net Promoter Score of 9/10, driving continuous improvement in user retention, satisfaction metrics.
- Monitored account profitability by optimizing customer engagement analytics for high-value portfolios, elevating annual renewals to \$163,118, enabling sustainable relationship growth through data-driven success planning.
- Enhanced client enablement using workflow data modeling, improving feature adoption, achieving an incremental retention uplift of \$32,832 through optimized onboarding touchpoints and strategic client experience tracking.

Assistant Concept Manager

Lifestyle International Pvt. Ltd.

June 2017 – October 2020

India

- Directed client performance analytics and success operations by deploying data-driven engagement models and retention control mechanisms, enhancing service efficiency by 18% and increasing overall client satisfaction scores.
- Developed customer intelligence reports to realign account strategies, elevating adoption velocity across key portfolios by 12% overall and maintaining relationship health amid evolving business needs and usage patterns.
- Conducted holistic account performance reviews by integrating client KPIs with CRM analytics, achieving sustained renewal growth of 10% and improving forecasting precision within established retention benchmarks.

Sr. Accounts Executive (PO & NPO Dept.)*Serco Pvt. Ltd. – Client: General Mills***June 2014 – May 2015***India*

- Processed client onboarding and transaction workflows using SAP and Oracle platforms, sustaining 98% reporting accuracy while ensuring compliance with client success controls, audit standards, and performance tracking.
- Streamlined account reconciliation across orders, invoices, and fulfillment data via Power BI analytics, reducing approval turnaround by 28% and minimizing discrepancies across client success and onboarding operations.
- Enhanced ERP data integrity by developing automated validation frameworks, lowering reporting inconsistencies by 25% overall and elevating predictive accuracy and client performance insights across business units.

EDUCATION

PGD - Market Research and Analytics*Centennial College, Ontario***January 2023 – August 2023****PGD - International Business Management***Centennial College, Ontario***May 2022 – December 2022****Master of Management Studies (MBA – Marketing)***Rizvi Institute of Management Studies & Research, India***June 2015 – May 2017****Bachelor of Commerce***Mumbai University – Royal College, India***June 2011 – May 2014****ACHIEVEMENTS**

- **Concept of the Month Award** – Increased business revenue by \$32,832 through strategic layout redesign.
- **Best Customer Service Award** – Recognized for consistent satisfaction backed by positive Google Reviews.
- **Double Promotion Recognition** – Achieved two promotions in one year for exceptional sales performance.