

YOLANDA C.N. SHERENI

CUSTOMER SERVICES SPECIALIST

+971-501-309-402

Al Ain , Abu Dhabi

yolandacnshereni@gmail.com

LinkedIn

SUMMARY

Enthusiastic customer service specialist with 6+ years of financial service experience responding to all manner of customer inquiries. Career highlights include being awarded "Employee of the Month" for 3 months in a year and receiving a positive performance appraisal for exceptional customer service. Seeking a role where my service skills can be leveraged to achieve and maintain the highest level of customer service.

SKILLS

- Google Suite
- Avaya
- Customer Service Metrics
- Time Management
- Zendesk
- Social Media Marketing
- Interpersonal Communication
- Inbound & Outbound Calling

CAREER ACHIEVEMENTS

- Oversaw a team of 20 staff members within the operations department to ensure delivery of business goals against key performance indicators.
- Received "Employee of the Month" recognition three times in a year for outstanding regional performance at MYcash Financial Services.
- Exceeded quantitative metrics on customer satisfaction, customer retention, and inquiry volume by 36%
- Managed 3 social media accounts and answered questions, comments, and messages from customers
- Implemented follow-up calls to customers, increasing customer retention by 26%

WORK EXPERIENCE

Customer Experience Officer

NMB Bank Limited (Harare,Zimbabwe) • 01/2022 - 08/2023

"NMB Bank is one of the leading commercial banks in Zimbabwe with over 25years in industry that serves large corporations, SME's and individuals"

- Built open, welcoming relationships with customers by replying to messages promptly and personally.
- Managed outbound and inbound call process, triaged customer voicemails and determined priority level of responses.
- Advised customers on bank products, services and financial planning options.
- Trained and coached less experienced team members in procedures, compliance standards and performance strategies.
- Modified, opened and closed customer accounts. Completed daily cash balancing, including ATM. Helped customers apply for loans and make sound financial decisions.
- Exceeded sales goals by 82% through promoting bank products and services in customer interactions.
- Adhered to bank and legal guidelines for reporting, loan approvals, and money handling through strict adherence to AML/CFT.

Marketing Assistant (Remote)

Horton Collaborations (British Columbia,Canada) • 12/2020 - 08/2022

"Horton Collaborations is a leadership development and change management strategy startup.Its primary focus ,through business consultancy, is to enable clients to See, Solve, Strategize and grow their businesses easily."

- Directed the creation and launch of a campaign for a new educational product .
- Developed new website with a user-friendly interface using Wix, lowering the bounce rate by 23%.
- Conducted keyword research with SEMrush to improve website SEO, yielding a 20% increase in organic search traffic.
- Produced engaging social media post content on the latest digital trends with a 55% increase in subscriber count in first 2 years
- Designed branding materials such as logos and social media graphics in Canva to build a recognizable brand identity
- Built email marketing campaigns with MailChimp to promote the brand to a target audience, resulting in a 26% open rate.
- Evaluated competition performance, suggesting to upper management the use of new strategies that successfully enlarged the client base by 5%
- Implemented a content calendar for social media posts

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WORK EXPERIENCE

Customer Experience Officer (Regional Team Lead)

MyCash Financial Services (Harare,Zimbabwe) • 10/2017 - 09/2020

"MyCash Financial Services is a licensed Payments Service Provider and Bureau De Change, which seeks to promote financial inclusion through the provision of digital banking solutions to the Zimbabwean market"

- Oversaw a team of 20 staff members within the operations department to ensure delivery of business goals against key performance indicators
- Monitored account activity and identified suspicious transactions, taking appropriate action to prevent fraud.
- Developed and implemented strategies to reduce risk and increase profitability.
- Developed and maintained strong customer relationships, providing exceptional service and advice.
- Performed account maintenance by closing out accounts and changing customer addresses.
- Trained new hires on customer service policies and procedures.
- Opened, closed, and updated accounts for customers.

EDUCATION

Bachelor Of Science in Marketing Managment and Entrepreneurial Development

Women's University In Africa (Harare,Zimbabwe) • 08/2011– 10/2014

CERTIFICATIONS

KHDA 6 Mandatory Courses (CPD CERT)

Zenub Khan Professional Development (Dubai, UAE) • 11/2022