# BLESSING ETUK

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Portfolio | LinkedIn Profile

## PROFESSIONAL SUMMARY

Customer Success professional with 2 years of hands-on experience in customer onboarding, engagement, support and relationship management, backed by additional professional experience in business operations, administrative coordination and process improvement. Skilled in building customer success processes, monitoring customer engagement, resolving service issues, developing CRM systems and implementing AI-powered workflows. Combines customer-facing experience, operational knowledge and technical problem-solving to improve customer outcomes and business efficiency.

## CORE SKILLS

Customer Success Management • Customer Onboarding & Activation • Customer Engagement & Retention • Customer Support & Issue Resolution • Customer Relationship Management • Customer Health & Performance Tracking • CRM Development & Management • Workflow Automation • AI Integration • Customer Experience Improvement • Process Improvement • SOP Development • Customer Feedback & Reporting • Cross-functional Collaboration

## PROFESSIONAL EXPERIENCE

### Customer Success Manager | Koppoh Academy, Remote

August 2025 – Present

- Built the Customer Success onboarding process from scratch, creating welcome communications, onboarding materials, orientation sessions, portal-access guidance and support resources.
- Managed onboarding for 156 learners across two programmes and four cohorts, supporting 31 learning pods. Across the two completed Business of Events cohorts, 81 of 85 learners graduated (95.3% completion); the two Business of Photography cohorts remain ongoing.
- Supported customers through WhatsApp, phone calls and video troubleshooting, resolving platform-access issues and escalating technical problems to the Technology team when required.
- Developed a learner performance tracker covering live-class attendance, assignment submissions, quizzes and pod participation. Reviewed engagement weekly, followed up with inactive learners and prepared performance reports for the Operations Manager.
- Designed and built a centralised Customer Success CRM to replace scattered Google Sheets, bringing social media audits, assignment reviews and task tracking into one system.
- Integrated AI into the assignment-review workflow, reducing review turnaround from several weeks to under two hours. Introduced weekly learning quizzes and post-programme feedback collection to support engagement and programme improvements.

### Executive Assistant & Process Optimization Lead | Crisp 'n Yum, Port Harcourt

January 2022 – March 2024

- Coordinated daily business operations, schedules, appointments, staff activities and administrative workflows.
- Managed customer enquiries, orders and complaints, supporting timely communication and service delivery.
- Designed and implemented a centralised spreadsheet to organise previously scattered customer orders and records, improving information management and order tracking.
- Supported inventory and stock management, identified operational bottlenecks and introduced simpler processes to improve day-to-day operations.

## SELECTED SYSTEMS & AUTOMATION PROJECTS

- Customer Success CRM: Built a centralised internal workflow system for social media audits, assignment reviews and task tracking, replacing scattered spreadsheets.
- AI-Assisted Assignment Review: Integrated AI into the review workflow to reduce turnaround from several weeks to less than two hours.

## EDUCATION

**Bachelor of Science (B.Sc.), Geology** | University of Port Harcourt, Rivers State | 2009 – 2014

## TRAINING & PROFESSIONAL DEVELOPMENT

- Agentic AI Mastery – Tomide Williams Academy, 2026
- AI Automation – Koka Academy, 2024
- Virtual Assistance and IT Support – Digital Witch Academy, 2024