

Amanda Kapinga

Retention Strategist | Customer Experience & CRM Specialist

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Professional Summary

Multilingual customer experience strategist with 5+ years of leadership in customer service, CRM automation, and campaign management. Proven expertise in increasing customer lifetime value, supervising multilingual teams, and driving operational efficiency. Recently expanded technical knowledge with foundational coding, API integration, and version control skills through SheCodes.io and practical experience on GitHub, GitLab, and Netlify. Completed strategic business training via McKinsey Forward Learning. Analytical, results-driven, and committed to delivering exceptional customer experiences.

Key Skills & Competencies

- Customer Retention & Engagement
- CRM Management & Campaign Automation
- Workflow Optimization & Reporting
- Risk Management & Operational Compliance
- Call Center Leadership (French & English Markets)
- Data Analysis & Reporting (Power BI)
- API Integration (REST APIs — Basic Level)
- Git Version Control (GitHub, GitLab)
- Web Deployment & Hosting (Netlify)
- Introductory Front-End Development (HTML, CSS, JavaScript)
- Strategic Thinking & Problem Solving (McKinsey Forward)
- Regulatory & Documentation Adherence
- Microsoft Office Suite | CMS Platforms

Professional Experience

Blue Ion Support Services – Johannesburg, South Africa

Customer Service Supervisor & CRM Automation Specialist | 2020 – 2024

- Promoted from Customer Service Agent to Country Manager (France & ROW), then Call Center Supervisor.
- Managed multilingual support team of 30+, overseeing scheduling, QA, performance reviews, and training.
- Led CRM campaigns across email, SMS, and push notifications, increasing customer engagement by 25%.
- Developed and monitored personalized bonus offers, raising customer retention by 15%.
- Oversaw account changes, verifications, and policy compliance with regulatory standards.
- Handled risk escalations and ensured alignment with company policies and external regulations.
- Administered administrative amendments following workflow protocols and service standards.

Education

Bachelor of Technology: Human Resource Development, Vaal University of Technology, South Africa – 2018

Certifications & Professional Development

- McKinsey Forward Learning Program — Business, Leadership & Strategy Certificate (2025)
- SheCodes.io Certifications
 - - Introduction to Coding (HTML, CSS, JavaScript)
 - - Web Development Basics & Responsive Design
 - - APIs & Web Integration
- Newbie of the Year, Blue Ion Support Services – 2020
- Regulatory Knowledge & Compliance Training (In-House)

Technical Proficiencies

- Microsoft Office Suite (Word, Excel, PowerPoint)
- Power BI | Email Marketing Platforms | CMS | CRM Tools
- Front-End Development (HTML, CSS, JavaScript)
- API Integration (REST APIs — Beginner Level)
- Git & Version Control: GitHub, GitLab
- Web Deployment: Netlify
- Workflow Management Systems | Data Analysis
- Fluent in English and French

Professional Attributes

- Detail-Oriented & Analytical Thinker
- Strong Communication & Leadership
- Strategic Problem Solver
- Customer-Centric & Goal-Oriented
- Continuous Learner & Adaptable