
JUAN CAMILO RODRIGUEZ GARZON

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Summary

Results-driven professional with an enrolment student in Master's in Business Administration and over 10 years of experience in leadership, customer service, and financial management. Proven ability to drive sales growth, proficiency in exceeding customer service indicators, exceeding performance targets, and enhancing customer retention strategies. Expertise in managing loyalty programs and insurance portfolios and delivering tailored solutions. Skilled in training teams and collaborating with key stakeholders to optimize operations. Adept in QuickBooks and strategic business management, focused on customer satisfaction and efficiency.

Skills

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| • Leadership and Team Development | • Human Resources Management |
| • Financial Management | • QuickBooks and Accounting Solutions |
| • Customer Service Excellence | • Communication and Collaboration |
| • Strategic Problem-Solving | • Change Management |
| • Project Management | • Compliance and Risk Management |
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Experience

Loyalty Coordinator	11/2020 to 08/2024
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Keralty EPS Sanitas

- Drove over \$46,000 in annual sales growth by expanding membership in the Premium Plan in Colombia.
- Exceeded KPIs by 110% through strategic planning and customer engagement initiatives.
- Designed and implemented customer retention strategies, enhancing loyalty for Premium Plan members.
- Trained over 20 leaders and 300 employees on loyalty programs, products, and customer benefits.
- Collaborated with 25+ partners to enhance loyalty benefits for 100,000 customers, managing \$1 million annually in digital strategies to promote health product sales.

Insurance Manager	07/2019 to 08/2024
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Insurance Risk Company

- Guided clients in finding tailored insurance solutions, collaborating with various insurance companies in Colombia.
 - Managed over 1,000 customer accounts independently, handling diverse policies, including life, health, auto, and home insurance.
 - Prospected and sold insurance products by presenting coverage options, pricing, and benefits to meet client needs.
 - Achieved a 95% average customer satisfaction rating.
 - Consistently increased insurance sales by 30% annually, contributing to company growth and targets.
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Education and Training

Masters: Business Administration	Currently
UNIVERSITY CANADA WEST	Vancouver, British Columbia

Strategic Business Management Postgraduate School	11/2013
UNIVERSIDAD SERGIO ARBOLEDA	Bogota, Colombia

Industrial Engineer	11/2007
UNIVERSIDAD SERGIO ARBOLEDA	Bogota, Colombia