BRENDA LOPUA EMERI

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# PROFESSIONAL SUMMARY



Strategic and results-driven Customer Success Expert with a proven track record in elevating customer satisfaction, driving engagement, and spearheading cross-functional collaborations. Adept at utilizing data analysis, project management, and market research to optimize customer experiences.

### Key Competencies



* **Customer Success**: Orchestrated a 63% increase in customer satisfaction through innovative solutions and monthly user satisfaction surveys.
* **Project Management**: Led the successful resolution of customer issues, reducing troubleshooting time by 40%, and improving user health score by 20%.
* **Data Analysis**: Implemented Asana tracking systems, resulting in a 40% reduction in troubleshooting time and a 45% improvement in monthly active user performance.
* **Customer Relationship Management**: Established a weekly communication channel, achieving a 50% decrease in user drop rates and maintaining a 24-hour response time.
* **Cross-Functional Collaborator:** Adept at coordinating with diverse teams to improve knowledge bases, streamline processes, and foster engagement.

# EXPERIENCE



**Associate Product Manager**, Medixus Software Ltd, Nairobi, Kenya  **(2022-Present)**

* Successfully resolved customer issues and implemented innovative solutions, leading to a significant 63% increase in customer satisfaction from September to December.
* Utilized Asana tracking systems to analyze and document customer problems and foster better collaboration with the Engineering team, reducing the bug resolution & troubleshooting time by 40% .
* Enhanced customer experience by conducting monthly feedback surveys, consolidating data from various activities, and submitting detailed monthly reports. Collected valuable user feedback on platform tools and knowledge base to drive continuous improvement initiatives.

**Account Executive**, Elephant Healthcare, Nairobi, Kenya **(2022-2022)**

* Managed a portfolio of healthcare clients, including hospitals, clinics, and private practices, with a focus on building strong relationships, working closely with the product team to articulate user needs - driving a three-fold increase in feature request development speed.
* Owned the development and maintenance of product documentation, including user stories, and product requirements focused on the Mother and Child Healthcare module, with projections indicating a potential 67% increase in adoption rates.
* Collaborated with cross-functional teams, including product development, marketing, and customer success, to ensure client needs were met and exceeded, resulting in a 16% rise in engagement.

**Customer Success Coordinator**, Elephant Healthcare, Nairobi, Kenya **(2021-2021)**

* Collaborated with cross-functional teams encompassing product management, engineering, and sales, ensuring the fulfillment of customer needs. Achieved a remarkable 54% reduction in client churn rate and propelled a 17% increase in user engagement.
* Engineered and sustained customer onboarding programs, alongside implementation and training initiatives, fostering a high satisfaction rate of 90% among staff. Exhibited strategic program development and maintenance skills, emphasizing user satisfaction and seamless onboarding experiences.
* Spearheaded the development and successful launch of innovative product features, serving as the advocate for clients within the product management team. By aligning closely with client needs, contributed to the enhancement of product offerings and user experiences in a dynamic marketplace.

**Change Manager**, Elephant Healthcare, Nairobi, Kenya **(2020-2020)**

* Spearheaded change management initiatives for the implementation of a new electronic health record system, orchestrating a seamless transition for end-users. Elevated patient outcomes and achieved a high staff satisfaction rate of 90% through effective leadership and strategic change implementation.
* Managed the successful launch of a new mobile health application, garnering positive user feedback and significantly increasing user engagement. Demonstrated adept project management skills and an understanding of user needs in the healthcare technology landscape.
* Conducted quality assurance tests to ensure healthcare products met industry standards. Maintained a commitment to delivering high-quality, reliable healthcare solutions through rigorous testing and adherence to quality benchmarks.

**Junior Project Manager**, Elephant Healthcare, Turkana, Kenya **(2019-2019)**

* Achieved an 80% increase in user adoption of new product features by crafting targeted training materials and implementing personalized support programs.
* Devised and executed contingency plans for high-risk project phases, yielding an outstanding 95% successful implementation rate and fostering customer retention.
* Led project meetings and facilitate communication between team members.

## EDUCATION

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## Bachelor of Arts, Psychology, Conflict and Peace Studies, University of Nairobi (2015-2021)

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## ADDITIONAL EXPERIENCE



**Certifications**

**Microsoft Power Up Program,**  Microsoft (2023)

**Agile with Atlassian Jira**, Coursera (2023)

**Building Fintech Products for Africa**, Treford (2023)

**Product Strategy**, Product School (2023)

**Product-Led Growth**, Product School (2023)

**Product Analytics**, Product School (2023)

**Introduction to Programming Using HTML and CSS**, BitDegree (2023)

**The Concise Product Management Certification**, Udemy (2023)