Cover Letter – ZenStatement Founder's Office: Customer Success

Problem-Solving Ability:
At CatchyAd, I noticed low meeting conversion despite a steady lead flow. After analyzing outreach sequences and CRM data, I found delays in follow-ups were hurting responses. I implemented an automated follow-up process and trained the team to respond within 2 hours. This improved meeting bookings by 30% in a month.

Customer Engagement Experience:
At Tekido, I worked directly with the founder and client's senior leadership to scope a product MVP. I maintained weekly update calls, set clear deliverables, and shared prototypes early. By proactively addressing scope changes, we launched on time, earning repeat business from the client.

Startup Readiness:
At Nimesa (SaaS), I was tasked with B2B lead generation in a niche cloud market I knew little about. I quickly learned the product, mapped ICPs, built targeted lists, and created outreach scripts. Within 3 weeks, I booked qualified calls for the sales team.

Analytical Edge:
For Mydtd, I analyzed user onboarding drop-offs using Google Analytics and found that 40% exited at the payment step. We simplified the checkout form and tested new CTAs, reducing drop-offs by 18% and increasing completed sign-ups.

Bharath K
iambharathkannan@gmail.com