

Aidan Harry Fugler  
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### Professional Summary

Highly experienced professional with a robust background in customer engagement, sales, and team management, particularly in startup environments. Proven track record in driving customer satisfaction, leading teams, and implementing strategic initiatives. As Director of Consumer Engagement at Provacan, a pioneering CBD startup, I played a key role in building and leading the support team, ensuring regulatory compliance, and enhancing consumer engagement. Adept at using data-driven insights to optimize operations and foster a customer-centric culture. Passionate about the CBD industry and committed to delivering exceptional customer experiences.

### Professional Skills

I excel in customer engagement and support, with a strong ability to lead and manage teams effectively. My expertise includes strategic planning and execution, customer relationship management and driving sales and client conversion. Skilled in market research and analysis, I ensure regulatory compliance and conduct KYC processes. I gather and analyze customer feedback to provide valuable insights for continuous improvement. With extensive experience in training and development, I have exceptional communication and collaboration skills and a commitment to high performance. Adept at problem resolution and troubleshooting, I continuously seek to optimize processes for greater efficiency.

### Technical Skills

I possess extensive experience with generic office software and am proficient in a variety of CRM and back-office software applications. My expertise extends to using Salesforce, Zendesk, Freshworks and other tailored CRM systems. Additionally, I have hands-on experience with e-commerce platforms like WooCommerce and Shopify. I am well-versed in utilizing marketing tools such as Lootly, Yotpo, and Klaviyo, and I effectively collaborate using tools like Slack and Sprint. My capabilities also include managing inventory with systems like DEAR, Bluehub, and Mintsoft, as well as handling various payment service providers (PSPs). These technical skills enable me to optimize workflows and enhance overall operational efficiency.

### Employment History

Director of Consumer Engagement, Provacan CBD / Ciitech / Tenacious Labs

February 2019 - Present

- Developed and led the customer service function and team.
- Fostered a culture of high performance and continuous improvement.
- Created and executed a consumer engagement strategy aligned with business goals.
- Collaborated with various departments to meet customer needs and expectations.
- Maintained strong relationships with stakeholders.
- Promoted a customer-centric culture.
- Ensured compliance with CBD regulations.
- Managed customer service SLAs and technology solutions.
- Analyzed trends and provided insights to management.
- Conducted surveys and data gathering to support marketing efforts.
- Managed analytics for real-time customer service performance.
- Reported on key performance indicators.

- Facilitated customer service via Freshdesk -
- Implemented process improvements and new technologies.
- Acted as a point of contact for customer service.
- Collaborated with other departments to enhance the customer experience.

#### VIP Account Manager for Online Gaming, Extractnet

October 2017 – January 2019

- Retained VIP players with tailored offers and bonuses.
- Conducted daily QA testing for site compatibility.
- Developed personalized engagement plans for VIP clients to enhance their gaming experience.
- Analyzed player data to identify trends and opportunities for increased player satisfaction and retention.
- Handled high-value player accounts, ensuring prompt and effective resolution of any issues or concerns.
- Provided detailed reports to senior management on VIP player activity and retention strategies.

#### Retention Specialist, Rushmore Marketing

March 2016 – September 2017

- Worked in the forex and binary options field, calling interested leads and converting them to use the trading platform.
- Built and maintained strong relationships with potential clients, providing detailed information about the platform and its benefits.
- Provided daily market insights and trading tips to encourage client engagement and platform usage.
- Monitored client trading activities to offer proactive support and ensure a positive trading experience.
- Conducted follow-up calls with clients to ensure their ongoing satisfaction and address any additional needs.

#### Conversion Agent and Compliance, UK Options / Vision Binary

April 2013 – March 2016

- Converted leads into customers for a growing binary options company by effectively communicating the benefits and opportunities of the platform.
- Conducted thorough KYC processes to ensure compliance with regulatory requirements and to build trust with new clients.
- Maintained up-to-date knowledge of industry regulations and standards to ensure all sales activities were compliant.
- Developed tailored sales pitches based on the specific needs and profiles of potential customers, enhancing conversion rates.
- Collaborated with compliance and legal teams to ensure all customer interactions and transactions adhered to company policies and regulatory guidelines.
- Provided exceptional customer service to new clients, guiding them through the onboarding process and addressing any questions or concerns.