



REBEKA LOHAJ

CONTACT

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WORK EXPERIENCE

Head of Client Success & Digital Operations

(Vigo Pro / MyProtein Kosovo) - June 2020 – Present

- Led client success initiatives, ensuring high customer retention and satisfaction through data-driven engagement strategies.
- Optimized order fulfillment and logistics by coordinating with The Hut Group, improving efficiency and reducing turnaround times.
- Designed and executed targeted digital marketing campaigns, leveraging email marketing platforms, automation tools, and Google Analytics to drive customer engagement and conversion.
- Developed customer advocacy programs, increasing loyalty and referrals through personalized communication and retention strategies.
- Implemented performance tracking systems to analyze customer satisfaction metrics and optimize business operations for continuous improvement.
- Spearheaded cross-functional collaboration between sales, support, and marketing teams to ensure seamless post-sales service and account management.

Senior Business Development & Client Relations Manager

(Patrick & Masita Sports) - July 2022 – November 2022

- Managed key international accounts, fostering relationships with clients across Kosovo and Germany to drive business expansion.
- Orchestrated high-level stakeholder meetings, collecting insights to refine service offerings and enhance customer experience.
- Played a pivotal role in automating sales processes, increasing operational efficiency and improving customer lifecycle management.
- Developed and executed business strategies that led to significant revenue growth and strengthened market presence.
- Acted as a bridge between clients and internal teams, ensuring consistent communication and exceptional service delivery.

International Logistics & Customer Solutions Lead

(FedEx) - August 2019 – June 2020

- Led international client accounts, streamlining supply chain operations and optimizing import/export logistics for seamless delivery.
- Provided expert guidance on Google Sheets-based tracking systems, improving efficiency and enhancing customer transparency.
- Resolved logistics challenges proactively, ensuring high satisfaction and building trust with global clientele.
- Spearheaded process improvements that reduced operational bottlenecks and enhanced overall supply chain efficiency.

Patient Experience & Administrative Coordinator

(Kavaja Hospital) - 2019

- Served as the key liaison for patients and families, ensuring personalized support and a seamless experience throughout their medical journey.
- Streamlined international patient coordination, managing travel logistics and medical appointments for improved efficiency.
- Developed patient feedback programs to assess service quality and implement necessary improvements.

Customer Experience & Digital Operations Manager

(D&D Group LLC) - 2018

- Led digital transformation initiatives, integrating WordPress-based solutions and automation tools to enhance customer experience.
- Designed and implemented strategic process improvements that increased efficiency and customer satisfaction.
- Provided leadership and mentorship to customer support teams, fostering a culture of continuous learning and professional development.
- Developed and optimized data-driven customer engagement strategies, leveraging insights from Google Analytics to enhance business operations.

RELEVANT SKILLS

- Customer onboarding & training
- Retention strategy & customer engagement
- Problem-solving & troubleshooting
- Customer advocacy
- Data analysis & reporting
- Account management
- Upselling & cross-selling
- Customer lifecycle management
- Time management & multitasking
- Problem-solving & critical thinking
- Adaptability & flexibility
- Conflict resolution
- Project management
- Leadership & mentorship
- Technical proficiency (MS Office, Google Workspace)
- Presentation & communication skills
- Email Marketing Platforms
- Automation Tools
- WordPress
- Google Analytics
- Google Sheets
- Basic HTML/CSS

ACADEMIC HISTORY

2016 - American School of Kosova
2020 - London School of Economics
2021 - University of London Dual

LANGUAGES

ENGLISH - FULL PROFESSIONAL PROFICIENCY
ALBANIAN - Native / Bilingual Proficiency
GERMAN - Limited Working Proficiency

VOLUNTEER WORK, AND INTERESTS

- **Board Member at THINK NGO (2018)**
- **Shopify Branding Freelance (2021 - Present)**
- **Passionate about e-commerce, branding, and online store optimization.**
- **Skilled in analyzing customer behavior, improving user experience, and driving sales.**
- **Enthusiastic about leveraging technology and creativity to build seamless digital shopping experiences.**