**RENJU MARIN THOMAS** renju.tms@gmail.com +91 9891670809

**LOYALTY AND CRM SPECIALIST**

*Over 7 years of experience in Account management in the field of Loyalty Marketing and CRM*

A loyalty and CRM professional with expertise in customer & channel Loyalty, Campaign management, planning and implementation of loyalty programs across various industries like FMCG, online retail, Consumer electronics, apparel, employee benefits, banking.

**AREAS OF EXPERTISE**

* Creative Ideation
* Email Marketing
* Customer engagement
* Data Analysis interpretation
* Campaign Management
* Loyalty Marketing
* CRM Solutions
* Planning & Implementation
* Interpersonal Skill
* Vendor Management

**PROFESSIONAL EXPERIENCE AND SIGNIFICANT ACHIEVEMENT**

GROUP ACCOUNT MANAGER- CLIENT RELATIONSHIP April’12 – to date

***DIREXIONS MARKETING SOLUTIONS PRIVATE LTD., Gurgaon, India***

Company Profile:

Direxions Marketing Solutions Private Ltd is an ISO certified marketing agency with offices in Mumbai, Kolkata, Delhi and Bangalore. We offer cutting-edge direct and integrated marketing solutions to companies who want to acquire, retain and build relationships with customers, distribution and sales channels or employees.

Role and responsibilities

**ACCOUNT MANAGEMENT & OPERATION**

* Managing Key accounts and maintaining relationship with the client scoping profits and new assignments
* Manage creative ideation and execution of multi-channel marketing for the loyalty program- Email, Mobile, Web, DM
* Manage reports on the campaigns and closely monitor KPIs, based on which provide insights to team and client.
* Monitoring and coordinate with cross- functional teams for seamless execution of Client programs/campaigns and reports; data center, analytics, web operations, rewards fulfillment and creative
* Collaborate with the teams to integrate data requirements into operations planning – e.g Target achievement, redemption, data updation
* Closely work with the web integrated team to build key site functions, content and manage dash boards
* Planning weekly Job Status Review meetings and Quarterly program review with clients
* Active part of the new business development team

**STRATEGY AND PLANNING**

* Plan, develop and implement annual communication calendar with a right mix of business communication, skills and knowledge enhancements, relationship and R&R initiatives
* Prepare comprehensive annual marketing plans and create annual budgets
* Manage new marketing and engagement initiatives with the client to enhance program visibility and member involvement
* Develop customer engagement and loyalty recommendations for clients with the help of quantitative data analysis to identify at-risk customers, and design and execution of a qualitative survey to understand their needs. Provided specific treatment strategy recommendations based on study findings.

**DATA ANALYSIS**

* Work closely with the analytics team to create a measurement approach for projects and set new KPIs
* Understand data analysis and customer segmentation to develop CRM calendar with focus on repeat, retention and improving customer life cycle.

**Key Accounts handled**

Samsung Mobile – A multi-Channel loyalty program

Glaxosmithkline – Channel Loyalty program for exclusive members

Blackberrys- Customer loyalty program enhancing Customer experience

Homeshop18.com- Customer loyalty program aimed at improving customer life cycle

Fitness First- Customer loyalty program aimed at repeat and retention

ASSISTANT MANAGER- CLIENT RELATIONSHIP April’07- June’11

***ACCENTIV’ INDIA PRIVATE LTD., EDENRED (previously known as Accor Services), Delhi, India***

Company Profile:

Accentiv' India, a premier loyalty marketing companies-is today the largest rewards, recognition, incentive and loyalty solutions provider in the India With the technology and expertise to quickly launch and manage a single customised program across Asiapac, Accentiv' serves more than 20 million channel partners, customers and employees through over 250 relationship marketing programs in 14 countries

Role and responsibilities

* Maintaining a sustained relationship with client contributing towards the revenue generation for the company and meeting client’s expectations
* Redefining and maintaining SLA, restructuring of agreement and conceptualizing scope of work for different business units as per the clients marketing budget
* Developing and maintaining Rewards, Recognition and Retention program for Channel Partners and other B2B programs
* Strategizing highly profitable short term and tactical business activities through brand alliances/tie-ups, offer and promotions.
* Maintaining a timely payment collection cycle
* Updating the rewards catalogue and offering resting upon analytics and customer satisfaction
* Review presentations with the client on monthly, quarterly and yearly basis, also continuous analysis and monitoring of the program data on performance of the program
* Campaigning risk mitigation strategies for the program basis analytics and logistics maintained on monthly, quarterly and yearly basis to achieve customer satisfaction
* Coordinating with cross-functional teams i.e. operations, IT, creative, logistics, procurement etc. for smooth function and execution of the program
* Understanding market trends and aggressively sharing it with the client, this also includes research on channel sales (dealer/distributor) review to make the program customer friendly

***Other achievement and roles***

* Designed and maintained GE MONEY Card Catalogue for customers
* Stroke highly profiting merchandizing activity for the HSBC Canara OBC Life Insurance Company Limited
* Achieved sourcing high-end tie-ups with vendors in Northern India.
* Developed database of high-end F&B outlets and experiential rewards in North and East India
* Secured grade II in the Accentiv’ Foundation Loyalty Marketing Test
* Recognized internally for the outstanding payment collection within TAT and spirit of ownership
* Recognized internally for the sense of ownership and commitment towards handling all the activities/responsibilities & manage client expectation.

Partners: GE SBI cards and payments service Pvt. Ltd, The Royal Bank of Scotland, Citibank Suvidha, GE Money, HSIL (Hindware), Canara HSBC OBC life insurance Company Limited, Genpact and Hewitt

Sr. EXECUTIVE- CLIENT RELATIONSHIP  April’06- March’07

**Internetwork Kommunications Advertising. Pvt. Ltd. Delhi, India**

Company Profile

Ink is an INS accredited Advertising Agency, established in 1992, Delhi. It has retained a host of prestigious PSU clients as well as select corporate advertisers

Role and responsibilities

* Maintaining client relationship and managing profitable business
* Assisting the creative department for print and T.V commercials
* Media buying and negotiation for Haier Mobiles
* Market research and presentations for Accounts
* Marketing and development of a region specific marriage portal Vyaahshaadi.com and Monalisa

Partners: Haier Mobiles, Kads Fashion (Monalisa), National Institute of Advertising, Vyaahshaadi.com

**EDUCATION / PROFESSIONAL DEVELOPMENT**

2005- 06: Postgraduate diploma in Advertising and Communication (PGDAC), National Institute of Advertising, Delhi, India

2002- 05: BA (Hon’s) English Literature, Jesus and Mary College, University of Delhi

2002: 10+2, Holy Child School, CBSE, Delhi

**PERSONAL DETAILS**

Date of birth:  30th July, 1983

Languages known:  English, Hindi & Malayalam

Reference: Available upon request

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