

# SENAMI ZAMBA

Customer Success Operations Manager | Process Automation, Data Analytics, CRM Systems | UK Right to Work  
senamizamba@gmail.com | linkedin.com/in/senami-zamba | senamizamba.co.uk

## SUMMARY

Customer Success Operations professional with 6+ years of experience building scalable systems across B2B SaaS and enterprise environments. I help CS teams eliminate key-person dependencies through automated onboarding flows, data reconciliation pipelines, and centralised knowledge systems. Proven track record of reducing operational ramp-up times by 50% while maintaining zero-error data integrity across enterprise client engagements, including UNDP and Citibank.

## SKILLS

Operations & Strategy: CS Health Score Design, Customer Journey Automation, Process Mapping & Optimisation, Voice of Customer (VoC), Data Reconciliation, Cross-Functional Alignment  
Data & Analytics: Structured ETL Pipelines, Data Integrity Audits, Survey Design, Quantitative Analysis, User Lifecycle Permissions

Platforms & Tools: Power BI, SQL, Excel, SugarCRM, Airtable, Zapier, Notion, ConvertKit, Mailchimp, GitLab

CS Tools: Gainsight NXT Administrator, HubSpot, Salesforce

## EXPERIENCE

IPAHM (Afrosonic) – Operations & Systems Lead – Abuja, Nigeria (Hybrid)

*Jan 2023 – Jun 2025*

- Executed comprehensive CRM data migration with zero data loss and zero downtime during active event operations.
- Formulated an automated volunteer coordination network for 22 distributed team members, maintaining data integrity without relying on direct positional authority.
- Reduced volunteer onboarding time from 3 weeks to 1 week through modular playbooks and system documentation.
- Directed cross-functional governance for a distributed board of 4 trustees, standardising deliverables tracking and cross-regional accountability.
- Secured international institutional funding via the US Department of State One Beat Institute grant by translating operational milestones into data-backed metrics.
- Managed end-to-end retention and growth campaigns, scaling a distributed community to 300 active members and expanding a core newsletter list from 100 to 200 subscribers with a 10% increase in open rates through dynamic audience segmentation.

Stears Data – Data Operations Lead – Lagos, Nigeria (Remote)

*Jul 2021 – Oct 2022*

- Managed data production pipelines for a Series A B2B SaaS platform, ensuring SLA compliance across concurrent enterprise client engagements including UNDP, European Investment Bank, and Citibank Nigeria.
- Led mission-critical data operations for the Stears Election Centre, a live dual-source data reconciliation framework resolving real-time data across 11,928 polling units and 67 LGAs, achieving zero production errors across all campaigns.
- Engineered and executed a comprehensive end-to-end reader research framework for Stears Media, building a multi-variable survey architecture in QuestionPro capturing qualitative and quantitative inputs across 246 institutional respondents.
- Conducted multi-variable secondary data analysis, synthesising findings against a controlled email send-time A/B test to successfully steer product strategy away from timing dependencies and toward content vertical relevance, consolidating platform distributions onto high-activity weekdays.
- Directed advanced survey design, data cleaning, and quantitative analysis for bespoke intelligence reports delivered to government and institutional clients, including the Foreign, Commonwealth & Development Office (FCDO) and UNDP.

PwC Nigeria – Technology Risk Associate – Abuja, Nigeria (Remote)

*Oct 2019 – Mar 2021*

- Managed 7 enterprise-scale client engagements (including SEC Nigeria and AMCON), conducting comprehensive data integrity audits, access control assessments, and IT governance risk compliance reviews with zero quality escalation faults.
- Selected as independent project lead within 9 months of tenure, directing teams of 3 associates, managing multi-track workplans, and tracking delivery milestones across parallel portfolios.
- Facilitated alignment across siloed IT, Finance, Compliance, and Operations groups, coordinating evidence collection and resolving data conflicts under strict audit deadlines.
- Leveraged SQL and Excel to query, clean, and cross-validate highly fragmented client database extracts, reconciling data models against secondary ledgers to meet strict audit-grade accuracy parameters.

Freelance – Operations & Business Analyst – London, UK

*Nov 2017 – Jul 2019*

- Authored end-to-end requirements documentation, functional use-case diagrams, and comprehensive process maps for 3 corporate clients across a 24-month agile consulting tenure.
- Overhauled order-fulfilment processes for major logistics client, eliminating manual touchpoints and reducing fulfilment time from 48 to 28 hours.
- Standardised business analysis frameworks through reusable requirements templates, reducing project timelines from brief to executive sign-off by 30%.

Party Ingredients / Searcy's – Sales & Events Operations Specialist – London, UK

*Apr 2017 – Oct 2017*

- Managed SugarCRM 7.10 as the primary non-technical systems owner across six business units, rebuilding the Opportunities architecture, setting up custom reporting parameters, and automating pipelines across 248 high-stakes events.
- Improved data completeness from 60% to 100% within two months through required field validation and 10-day pre-event SLA implementation.
- Constructed a cross-functional reporting engine in Excel that ingested manual exports from CRM, kitchen manufacturing, and HR systems to produce 4 distinct stakeholder dashboards custom-calibrated to the decision needs of sales, production, operations, and executives.
- Configured a structural accounts receivable reconciliation workflow between SugarCRM records and Xero, exposing outstanding invoices and late-payment flags to give accounts a prioritised action queue, yielding zero reconciliation errors.

UCL Energy Institute – Advanced Research Analyst (Energy Systems) – London, UK

*Oct 2014 – Mar 2017*

- Designed a mixed-methods data research framework to investigate sustainability and operational factors for multi-variable energy interventions.
- Engineered complex survey instruments, sampling parameters, and field data collection protocols utilising advanced quantitative modelling and statistical analysis in R.
- Synthesised data and presented analytical findings at departmental seminars, demonstrating an ability to translate complex multi-variable data pipelines for both technical and non-technical institutional audiences.

BP Shipping – Graduate Cost Engineer – Sunbury, UK

*Jan 2014 – Jul 2014*

- Built a multi-scenario cost modelling tool in Excel to assess the fleet-wide financial and technical impact of EU Ecodesign Regulations across 69 active vessels.
- Presented quantitative model outputs to engineering managers and the department head, directly informing infrastructure and motor replacement rollout decisions.

## EDUCATION

MBA — Webster University, London

MSc Power Systems Engineering — University College London

BEng Electronic & Electrical Engineering (First Class Honours) — University of Nottingham