



LUCY TARUS

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EDUCATION

B.A. Communication - Public Relations

Daystar University

SKILLS

- Account Management
- Revenue Retention
- Churn Analysis
- Lifecycle Management
- Health Scoring
- Cohort Analysis
- Expansion Revenue
- Portfolio Management
- Client Onboarding
- SLA Management
- Customer Analytics
- Retention Strategy
- Contract Renewals
- Value Realisation
- CRM Optimisation
- Workflow Automation
- Product Adoption
- Data Analysis
- Executive Reporting
- Process Engineering
- Risk Mitigation
- Performance Tracking
- Escalation Resolution
- Revenue Growth
- Account Health
- Campaign Management
- Budget Optimisation
- Operational Compliance
- Feedback Systems
- KPI Tracking

EXECUTIVE PROFILE

Results-driven Customer Success and CX Leader with over seven years of B2B expertise specialising in enterprise account management, net revenue retention, and lifecycle optimisation across SaaS-aligned environments. Skilled in establishing customer health scoring systems and cohort analytics to identify churn risks proactively and translate client insights into scalable revenue growth. Demonstrated track record of managing enterprise portfolios exceeding 90% net revenue retention while building high-performing CX teams and reducing service delivery timelines by 25%. Seeking to apply expertise in customer health scoring and revenue retention to a Head of Customer Success role requiring proven success in scaling enterprise account management and leading cross-functional remote teams.

WORK EXPERIENCE

Senior Customer Experience Executive | HSA Group Kenya | Nairobi, Kenya | Jul 2022 – Present

Key Responsibilities:

- Managed a high-value B2B enterprise portfolio of 50+ accounts, sustaining over 90% net revenue retention through virtual Quarterly Business Reviews (QBRs) and proactive health audits.
- Established standardized customer health score frameworks within Salesforce, SAP CRM, and Zendesk to identify at-risk account cohorts prior to churn events.
- Generated a 15% increase in repeat business by identifying expansion opportunities during QBRs and partnering with sales teams to execute upselling strategies.
- Restructured SLA escalation protocols for high-risk accounts, creating structured resolution pathways that protected portfolio revenue and stabilized client retention.
- Coached a distributed team of 4 CX Executives through weekly asynchronous reviews and KPI frameworks, cutting average ticket resolution times by 25%.
- Overhauled post-sale customer onboarding workflows to accelerate product adoption metrics and compress initial time-to-value for newly onboarded clients.
- Delivered monthly executive cohort analyses and churn risk assessments, translating platform usage data into actionable strategic growth initiatives.

Customer Experience Executive | HSA Group Kenya | Nairobi, Kenya | Apr 2019 – Jun 2022

Key Responsibilities:

- Administered primary relationship management for a B2B enterprise portfolio spanning FMCG and manufacturing sectors, achieving a 15% uplift in expansion revenue.
- Utilised SAP CRM and Zendesk analytics to perform proactive churn analyses, mitigating risk across key accounts and preventing up to 90% of potential account losses.
- Designed structured digital onboarding pathways that improved product adoption speed and increased early-stage satisfaction scores across virtual client accounts.

- Standardised account communication templates and service request tracking to streamline daily client interactions and elevate overall response times.
- Engineered customer feedback loops to aggregate qualitative insights and present actionable product feature enhancement requests to technical product teams.
- Audited account usage metrics and contract renewal cycles systematically to ensure 100% SLA compliance across all assigned enterprise accounts.

Public Relations & Marketing Executive | HSA Group Kenya | Nairobi, Kenya | Jan 2017 – Mar 2019

Key Responsibilities:

- Maintained a 95% client satisfaction score by executing structured complaint handling protocols and maintaining transparent communication channels.
- Boosted employee engagement metrics by 40% through the rollout of centralised internal communication frameworks across distributed regional hubs.
- Drove a 15% increase in sales figures by designing integrated marketing campaigns aligned with commercial account growth goals.
- Reduced departmental operating overhead by 10% through strategic budget restructuring and vendor contract re-negotiations.
- Authored external press releases, corporate communications, and marketing collateral to reinforce brand credibility across East African markets.
- Orchestrated corporate event marketing and industry tradeshow participations to cultivate qualified B2B sales leads.
- Monitored campaign performance analytics across digital channels, refining messaging strategies based on audience engagement data.

OTHER EXPERIENCE

- ❖ **Administrative & Operations Intern | Norwegian Refugee Council (NRC) – BRCiS Consortium | Nairobi, Kenya | May 2016 – Oct 2016**

CERTIFICATIONS & TRAININGS

- ❖ **Division Diploma in Customer Care & Complaint Handling | HP Life**
- ❖ **Professional Certificate in CRM | HP Life**
- ❖ **AI for Business Operations | Coursiv**
- ❖ **AI Mastery Program | Coursiv**
- ❖ **AI for Productivity | Coursiv**

TOOLS

Salesforce, Zendesk, HubSpot, SAP CRM, Gainsight, ChurnZero, Microsoft 365 (Excel, PowerPoint, Outlook), Google Workspace, Reporting Dashboards, Notion, Asana, Fathom AI.

LANGUAGES

- ❖ English - Fluent
- ❖ Swahili - Native

REFEREES

Available Upon Request