

# Avinash Sharma

Customer Value Management  
Manager

✔ Avinash's availability **should be discussed**

[Portfolio link](#)

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## Work Preference

Location: Not looking to relocate

## Languages

English (Native)

Hindi (Native)

## About

Customer Engagement, Churn Management, Driving incremental Revenue A senior marketing professional with MBA & 12 years' experience in Middle East, Africa & Asia Pacific regions. Hands on in building end to end customer value propositions and creating exceptional omni channel marketing strategies for well-known brands. Customer relationship builder, skilled in acquisition and retention, to drive increasing loyalty and brand preference. Focused on process improvement while aligning technology and marketing concepts to expand revenues and profit. Customer Lifecycle Journeys • CRM Digital Expansion • Customer Engagement & Retention strategy • CRM campaigns • Social Media campaigns • Viral Marketing Campaigns • Partner Management

### BRANDS WORKED WITH

AIRMILES Middle East (AIMIA Proprietary Loyalty)

OSN Entertainment (Orbit Showtime Network)

REDTAG Fashions

SAMIM GROUP FZE

Western Union Financial Services

## Experience

● OSN Entertainment (Orbit Showtime Network) |

### ● Senior CVM Manager (Customer Value Management)

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Led customer retention & engagement strategy for subscription based DTH & OTT services, focusing on customer engagement to achieve CVM targets.

- Managed key retention KPIs such as, Churn, Reinstatements, Reactivation & Cancellation.

- Reduced 1% churn by analysing weekly reasons & optimized customer cancellation journey.

- Delivered 200% ROI vs forecast by creating proactive retention campaign based on Proactive retention model developed with analytics team.

- Enhanced efficiencies related to dashboards, survey triggers, questionnaires, contact centre etc.

- Planned & initiated cross sell-up sell campaigns for VOD, PPV & addons, to increase ARPU & CLV.

- Optimized CRM lifecycle & tactical campaigns across all channels, organized 2 lifecycle journeys.

- Initiated online payment journey enhancement, with potential revenue upside of \$10K/month.

- Conceptualized the roll out of 360-degree customer feedback loop, partnering with internal stakeholders to integrate and establish insights from VOC channels, to boost NPS by 20%.

- Framed membership program & customer referral program strategy estimated having incremental revenue opportunity of 5%, working with partners for Program enablement

### ● Customer Engagement Manager

Western Union Financial Services |

Africa & Asia Pacific) Headed Customer Engagement strategy for brand & led transformation of WU's CRM & Loyalty to modern trends and needs of the current markets. Focused on Customer Experience, Engagement & Retention in 3 major regions of the business.

- Achieved ~1.5% of incremental CRM revenue, planning and leading implementation of engagement programs in the region to increase customer loyalty 3 years in a row.

- Increased customer engagement by 50% & reach over 30% by designing, roll-out, and optimizing customer lifecycle journeys across online, offline channels.

- Worked with analytics to identify behaviours & created smart target

segments which contributed to 80% of revenue, also reduced campaign cost by 10%.

- Improved campaign CTR by 5% using tools like Responsys, Braze & AI tool Persado & experimenting A/B, multivariate & propensity modelling tests.
- Decreased funnel leakage from 60% to 30% & increased conversion by 15%, while working with product team to address customer experience issues in payment funnel & launching in-app and push notifications in major markets.
- Decreased campaign time from 8 to 3 days by automating communications through Responsys.
- Promoted larger campaigns on Google, Instagram & Facebook. Achieved 0.1% CTR & 5% conversions on smaller channels like WeChat, Skype, IMO, Angami using interest-based targeting strategy.
- Managed projects to revamp & integrate CRM programs into omnichannel customer experience in 10 key countries in the region. Supported 10% lift in acquisition by signing 4 major reward partners.
- Increased member penetration by 5%. Lift in redemptions by 50%.
- Established CRM team's rapport with regional leadership, aligning annual CRM strategy with business priorities and initiatives to achieve transaction & revenue lifts.
- Owned & managed USD 1 MN budget – assured every \$ is used efficiently & contributes to 2X ROI.
- Streamlined 3 different campaign KPI reports. Measured performance through Kochava, Braze and Omniture. Created 2 new reports to provide regular updates to leadership.
- Organized quarterly empowerment discussions with direct reports, guided & encouraged CRM specialists to perform at their best. And empowered them to take decisions.

## ● Corporate CRM Executive

REDTAG Fashions |

## ● Loyalty Program Executive

AIRMILES Middle East (AIMIA Proprietary Loyalty) | Jan 2013 - Oct 2014

Managed client's loyalty and retention program and served in a key relationship management role with internal and external loyalty program partners.

- Delivered strategic planning and implementation for rewards program, contributing to the overall launch. Successfully delivered ongoing rewards management for client's ~1.5mn customer base,
- Achieved client KPI of 1% incremental redemption, increasing reward catalogue size up to 50%, proposed new strategies by benchmarking client's loyalty program against competition.
- Supported client in actively reaching to ~1.5mn customers through tactical promotions for niche market; liaised with creative team, and secured client approvals on catalogue changes and Email, SMS creative.
- Exceeded program SLAs above 95%, resolved 95% of queries & escalations within 2 working days, working hand in hand with client, suppliers, and partners.

## ● CRM & Operations Assistant

SAMIM GROUP FZE | Jul 2008 - Jan 2012

Assisted Marketing and Operations department. Gained vast knowledge and experience on strategizing marketing plans & tactical promotions. Increased company's brand visibility in local market.

- Worked with internal stakeholders and external agencies on e-marketing communication strategy.
- Managed loyalty program for niche segment. Analyzed and implemented changes in existing program.
- Monitored customer behavior, shared insights based on findings and supported in creating offers.
- Collaborated with marketing department on tactical promotions like DSF, DSS and Ramadan offers.
- Worked with analytics on loyalty driven sales, coordinated cross-functionally to improve sales by implementing effective marketing.

## Education & Training

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- 2021 - 2021 ● **INSEAD Executive Education**  
Certificate, Digital Marketing Strategy
- 2009 - 2011 ● **Manipal University, Dubai**  
Masters Degree, Master of Business Administration