

## NIDA ARA

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📍 New Delhi, India

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### Professional Summary

Results-driven Customer Success and Operations Specialist with over 7 years of experience in client relationship management, account handling, and process improvement across e-commerce, travel, and SaaS industries. Skilled in customer retention, cross-selling, and operational efficiency, with a proven track record of achieving KPIs and enhancing customer satisfaction.

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### Core Competencies

- Customer Success Management
  - Client Relationship Building
  - Account Retention & Renewal
  - Cross-Selling & Upselling
  - E-commerce Account Management
  - Process Improvement
  - Market Research & Analysis
  - Data Reporting & Forecasting
  - CRM Tools: Salesforce, Expedia Partner Central, Zendesk and Zoho
  - MS Excel (Pivot Tables, Formulas)
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### Professional Experience

#### Customer Success Manager | Agilite Group

March 2022 – Present

- Manage end-to-end client relationships, ensuring 90%+ monthly renewal rates and reduced churn.
- Generate revenue through contract renewals, cross-selling, and upgrades.
- Collaborate with sales and internal teams to enhance customer health and satisfaction.

- Identify and mitigate risks impacting retention, analyzing trends for process improvements.
- Actively participate in strategic discussions to optimize operations across departments.

**Lodging Partner Associate** | *Expedia Group*

*Aug 2018 – Oct 2020*

- Resolved complex financial and technical partner issues for global lodging partners.
- Provided supplier self-service support, maintained partner accounts, and ensured timely issue resolution.
- Participated in tool enhancement projects, testing process changes, and giving actionable feedback.
- Maintained high CSAT and AHT scores while ensuring compliance with operational standards.

**Seller Account Holder** | *Etail Consultants Pvt Ltd*

*Sep 2017 – Jul 2018*

- Managed seller accounts on Amazon, eBay, and Paytm.
- Uploaded and optimized product catalogues, resolving listing and customer issues.
- Coordinated with vendors, logistics, and warehouse teams to ensure timely deliveries.
- Prepared weekly/monthly reports and assisted in sales forecasting.

**Customer Service Executive (Voice & Non-Voice)** | *SG Global Support Services* |

*Client: UNICEF*

*Apr 2016 – Aug 2017*

- Handled inbound/outbound donor communications, increasing donor retention and upgrade rates.
  - Managed refunds, chargebacks, and monthly donation processing.
  - Generated detailed donor reports using Excel for operational tracking.
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**Education**

**Master of Business Administration (Marketing)** – Mysore University (2013–2015)  
| 62%

**Bachelor of Business Administration** – International College for Girls, Jaipur  
(2010–2013) | 73%

Higher Secondary – Aligarh Muslim University (2010) | 62%

Secondary – Sophia Secondary School (2008) | 65%

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## **Internships & Projects**

**Market Analysis Intern** – *Harvest Gold Pvt. Ltd.* (May–Jul 2014)

- Conducted primary research and data analysis on Delhi's cookies market, preparing a detailed industry report.

**HR Trainee** – *Hindustan Copper Limited* (45 days)

- Assisted HR team in policy documentation, employee engagement activities, and process audits.
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## **Certifications & Achievements**

- Certified in Kathak Dance
  - Coordinator – Health Check-up & Blood Donation Camp
  - Active participation in cultural and volunteer activities
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## **Personal Details**

Date of Birth: 03 May 1992

Nationality: Indian

Languages: English, Hindi