

# Ankita Singh

## Sales Operations | Process Excellence | Growth Strategy | Customer Success Leader

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### Professional Summary

Strategic, data-driven professional with 8+ years of experience in Sales Ops, Process Design, and Customer Success. Skilled in leading teams, building scalable systems, and driving growth through insights and execution.

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### Experience

#### Process Excellence Manager | Jet Learn | Feb 2024 – May 2025

- Designed seamless lead flow and optimization strategies to maximize conversions.
- Trained teams on tools, workflows, and customer engagement best practices.
- Led cross-functional CX projects to boost NPS and retention
- Built data-driven churn risk checks and escalation root-cause analysis.
- Standardized and audited processes for efficiency, adherence, and scale.
- Co-piloted change management initiatives across project teams.
- Drove ops excellence by benchmarking and implementing industry best practices.

#### Customer Success Manager | Coding Invaders | Feb 2023 - Dec 2023

- Drove student success through proactive engagement and journey mapping.
- Reduced churn by analysing retention metrics and executing data-based strategies.
- Led a 10-member team to boost engagement and unlock upsell opportunities.
- Personalized learner experiences to maximize course completion and satisfaction.

#### Sales Manager | The Queen's English | Oct 2021 - Nov 2022

- Led a 15-member sales team, overseeing the entire sales funnel.
- Exceeded sales quota using strategic planning and data-based forecasting.
- Expanded customer base with CRM-driven upselling and cross-selling.
- Coached team members and tracked KPIs to elevate performance.

#### Co-Founder | Flabo Education | Jan 2020 - Sep 2021

- Founded an educational platform offering videos on tech, communication, and general studies.
- Produced and published blogs and videos via flabopost.com and flaboeducation.com
- Built brand presence and led all aspects of platform operations.

#### Assistant Manager Sales | Equentis Wealth Advisory | Noida | Apr 2019 - Dec 2019

- Identified high-value leads and maintained CRM records.
- Supported sales associates in lead closure.
- Improved customer relationships through lifecycle analysis

#### Customer Retention Executive | Adobe | Noida | Oct 2015 - Jun 2016

- Managed international client portfolios and minimized churn.

- Strengthened customer relationships and secured renewals.

#### **Financial Relationship Manager | IDBI Federal | Pune | Apr 2015 - Jun 2015**

- Acquired and managed client accounts with CRM tools

#### **Sales Executive | Info Edge (Naukri.com) | Noida | Jun 2013 - Apr 2014**

- Conducted market research and sales presentations.

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#### **Education**

- MBA, Gautam Buddha Technical University, Allahabad | 2011 - 2013
- B.Com, Allahabad University | 2008 - 2011

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#### **Skills**

**Sales:** Process Adherence, Sales Analytics, Prospecting, Presentation, Negotiation  
**Customer Success:** CRM, Data Analysis, Onboarding, Feedback Tools

**Soft Skills:** Communication, Empathy, Resilience, Adaptability, Time Management

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#### **Certificates & Achievements**

- Certified in Project Management, Business Analysis, CRM, Sales, Excel (Coursera, Google, Salesforce)
- Best Employee of the Month (multiple times), Top Sales Performer
- Gold Medallist in Athletics (National & State level)
- Trained Kathak Dancer