

Fatima Amir

CUSTOMER SERVICE SUPPORT - Sales Prospecting, Lead Generation & CRM Management

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📍 [Canada](#)

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SKILLS

- **CRM & Pipeline Management:** Salesforce, HubSpot, Zoho CRM for sales tracking & reporting, deal stages.
- **Lead Generation Tools:** LinkedIn Sales Navigator, Apollo.io, ZoomInfo for prospecting, list segmentation.
- **Cold Calling & Outreach:** Outbound calling, scripting, objection handling, VoIP tools, cold call scripts.
- **Live Chat & Ticket Systems:** Intercom, Zendesk, Freshdesk, Drift for support workflows, SLA dashboards.
- **Product Demos & Presentations:** Zoom, Google Meet, screen sharing tools, live client walkthroughs.

WORK EXPERIENCE

Customer Support Specialist

August 2024 – Present

Accenture

Canada

- Managed digital advertising accounts for over 150 small and medium-sized businesses, delivering tailored marketing consultancy to increase campaign ROI by 22%. Maintained client engagement by performance reviews.
- Leveraged Meta Business Suite, Salesforce, and proprietary CRM tools to monitor KPIs such as CTR, CPA, and ROAS, resolving over 200 client cases. Liaised prompt escalation of complex issues and accurate documentation.
- Collaborated with internal marketing strategists to build and launch customized ad campaigns, improving average client ROAS by 28% within three months. Designed data-driven strategies aligning with business objectives.
- Conducted over 100 weekly outbound communications, including email follow-ups and consultation calls. Acted as the primary point of contact, fostering strong relationships and improving client retention relation by 18%.

Customer Support Specialist

February 2024 – Present

WildPlay Element Parks

Canada

- Implemented in-person customer service to over 900 guests per day, overseeing ticketing, reservations, and guest inquiries with a 98% accuracy. Ensured a seamless and enjoyable customer journey at the park's zip line.
- Streamlined front-desk processes and optimized check-in protocols, reducing average wait times by 15% during peak hours. Introduced queue management strategies to enhance service flow and operational efficiency.
- Surpassed monthly sales goals by an average of 25% through strategic upselling and targeted promotion of package add-on. Contributed directly to increased revenue during seasonal campaigns and special event days.
- Performed high-volume cash handling and digital POS transactions for up to 900 customers, maintaining 100% compliance with financial audit. Ensured zero transactional discrepancies through end-of-day reconciliation.

Barista

April 2023 – May 2024

Starbucks

Canada

- Prepared over 200 custom beverages and food items daily, and achieving a 98% accuracy rate while adhering to brand standards and health codes. Delivered fast-paced, high-quality service in retail environment by 70%.
- Cultivated strong guest relationships by remembering frequent customers' preferences, contributing to a 20% increase in visits and loyalty program enrollment. Enhanced customer satisfaction and promoted brand loyalty.
- Established cash and card transactions with 100% accuracy, reconciling daily cash drawers without discrepancies. Revamped compliance with store-level financial reporting and inventory documentation procedures by 90%.
- Trained and mentored six new employees, reducing onboarding time by 25% and boosting store productivity. Delivered hands-on training focused on beverage preparation, POS use, and customer interaction protocols.

PROJECT EXPERIENCE

Meta Ads Campaign

E-commerce Fashion Brand

- Created and optimized Meta ad campaigns targeting women aged 18–35 using interest-based and 3-tiered look-alike audiences, coupled with high-converting creatives and CTAs via Canva—resulting in a 30% CPC reduction.
- Analyzed performance using Meta Ads Manager, Facebook Pixel, and Google Analytics to refine strategy and scale top-performing ads—achieving a 3.5x ROAS and driving a 40% increase in sales during a seasonal campaign.

Customer Retention Funnel

Local Coffee Brand

- Designed and implemented a retargeting funnel using Facebook Custom Audiences, email automation via Mailchimp, and WhatsApp Business to deliver messages boosting returning customer rate by 25% in 6 weeks.
- Tracked campaign attribution and user behavior using Meta Pixel and UTM parameters, enabling data-driven iteration and funnel optimization—enhancing repeat purchase conversion and improving customer retention.

EDUCATION

Undergraduate Diploma, Business

January 2023 – August 2024

Niagara College, Canada

Concentrations: Marketing & Sales, Client Relations & Business Development

Relevant Courses: Customer Relationship Management (CRM), Business Communication