Nancy Awkar

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PROFESSIONAL SUMMARY

Client Success and Operations professional with 8+ years of experience supporting SMB and marketplace customers across SaaS and service-based businesses in the UAE and KSA. Experienced in onboarding, product adoption, retention and managing high-volume portfolios in remote, fast-paced environments. Strong at breaking down complex workflows into clear guidance, flagging risks early and keeping work moving smoothly from brief to delivery through clear follow-up and steady execution, while maintaining long-term customer relationships.

CORE COMPETENCES

Customer Success Management • High-Touch Onboarding • Product Adoption & Enablement • Account Health & Risk Analysis
• Retention & Renewals • Usage-Based Engagement • Customer Training • Stakeholder Communication • Process Documentation
• Cross-Functional Collaboration • Remote Account Management • HubSpot • Zendesk • Jira • Trello • Google Workspace • Notion

WORK EXPERIENCE

BookMyPet – UAE & KSA (Remote)

Customer Success Manager (Marketplace Operations) |Jan 2025 – Jan 2026

• Owned a portfolio of 200+ partners, leading onboarding, post-launch success and renewals, driving 80% CSAT and 30% retention uplift
• Mitigated churn risk by analyzing customer health metrics and usage, enabling early intervention and contributing to 20% YoY growth
• Resolved complex escalations by partnering with Product and Engineering teams, reducing resolution time by 25%
• Increased feature adoption by 20% by translating platform functionality into clear, practical guidance tailored to partner needs
• Ran regular check-ins with 350+ stakeholders to maintain engagement, track progress and keep open tasks moving forward

Customer & Provider Care Manager | Oct 2023 – Dec 2024

• Oversaw onboarding-to-live operations for 450+ accounts across UAE & KSA, cutting time-to-value by 50% through standardized setup
• Built scalable support workflows and escalation paths, helping the team raise quality performance by 30%
• Managed CRM records for 450+ providers, securing accuracy in pricing and operations, bringing down listing errors by 85%
• Aligned processes and best practices across UAE and KSA markets to ensure operational consistency with internal teams

World of Traventure – Beirut, Lebanon

Customer Operations Manager | May 2022 – Sep 2023

• Directed post-sale service execution by setting response standards and critical incident processes, boosting client satisfaction by 35%
• Attained 90% first-contact resolution by strengthening coordination between operations and commercial teams
• Gathered customer feedback and shared key insights internally to enhance service delivery

Les Affichages Pikasso SAL – Beirut, Lebanon

Senior Technical Administrative Coordinator | Jan 2017 – Aug 2019

• Orchestrated collaboration across teams to keep client projects on schedule and within scope, resulting in a 20% revenue gain
• Developed tracking systems for resources, timelines and project stages, providing 20% better visibility and on-time delivery

Technical Administrative Coordinator | Jan 2014 – Dec 2016

• Optimized workflow efficiency by 35% by streamlining planning processes and clarifying ownership across teams
• Introduced KPI tracking to uncover bottlenecks and achieve 20% stronger delivery outcomes

EDUCATION

Bachelor of Arts in Political Science & Administration | Lebanese University – Beirut, Lebanon

CERTIFICATIONS

• Prompt Engineering for ChatGPT — Great Learning (In Progress)

LANGUAGES

• Arabic (Native) | English (Excellent) | French (Advanced)