

AJAYI BABATUNDE CHARLES

Nigeria

+2347036322553 | ajayibabatunde023@gmail.com

[GitHub](#) |

[LinkedIn](#)

PROFESSIONAL SUMMARY

Results-driven Data and Customer Experience Analyst with 4+ years of hands-on experience dissecting user journeys, interpreting customer behavior, and delivering actionable insights to optimize engagement, onboarding, and retention. Also experienced in virtual support, lead generation, CRM management, and business process automation. Proven ability to work across functions to streamline operations, enhance productivity, and drive measurable outcomes.

CORE SKILLS & EXPERTISE

- Customer Journey Analysis & Retention Strategy
 - SQL, Python, Power BI, Excel, Looker Studio
 - CRM Systems: HubSpot, Zoho, Apollo
 - Calendar & Email Management (Google Workspace, Outlook)
 - Lead Generation, Prospect Sourcing & Cold Outreach
 - Workflow Automation (Zapier, Lemlist, Trello, ClickUp)
 - Executive Virtual Support & Remote Admin Tasks
 - Data Storytelling, Dashboard Design & Reporting
 - A/B Testing & Customer Engagement Optimization
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PROFESSIONAL EXPERIENCE


Senior Data & Experience Analyst

Lagos School of Programming (Remote) – Lagos, Nigeria

Oct 2023 – Present

- Conduct customer journey diagnostics, identifying friction points and reducing onboarding drop-off by 28%.
- Designed and tracked behavioral experiments, increasing repeat engagement by 21%.
- Create Power BI dashboards that cut issue detection time by 40%.
- Automated customer segmentation using SQL and Python, improving retention by 19%.

Virtual Assistant & Admin Support (Freelance)

 Jan 2022 – Present

- Manage 100+ client emails weekly with <12-hour response time.
- Schedule over 200 meetings monthly across time zones using Google Calendar.
- Prepare reports, project updates, and stakeholder briefs using Microsoft Word & Google Docs.
- Maintained CRM contact databases with 100% accuracy.
- Streamline workflows using Trello, ClickUp, and Notion.

Customer Support Assistant (Contract)

Jul 2021 – Dec 2022

- Resolved over 50 customer inquiries weekly with a 95% satisfaction rate.
- Supported invoicing, order processing, and payment tracking.
- Collaborated with tech teams to troubleshoot and reduce ticket resolution time by 30%.
- Authored internal documentation and FAQs for client onboarding.

Data & Admin Support Intern

HNG Africa (Remote)

May 2022 – Nov 2022

- Created structured reporting templates, increasing efficiency by 40%.
- Managed cloud records and digital documentation.
- Coordinated meetings and distributed action points across departments.

Customer Analytics Intern (Simulation)

PwC Switzerland (Remote via Forage)

Jul 2023 – Sep 2023

- Built dashboards to monitor satisfaction and engagement, accelerating feedback cycles by 33%.
 - Modeled NPS and CSAT trends, contributing to retention strategies.
 - Analyzed interaction data and proposed complaint reduction policies.
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KEY ACHIEVEMENTS

- Boosted user adoption by 23% via onboarding redesigns.
 - Reduced churn by 18% through targeted engagement improvements.
 - Delivered 5+ actionable insights monthly leading to operational enhancements.
 - Launched 10+ experiments with a 60% successful implementation rate.
 - Cut time-to-value for onboarding by 35% using automation tools.
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EDUCATION

M.Sc. Computer Science – University of Ilorin | 2016

B.Sc. Computer Science – University of Ilorin | 2012

CERTIFICATIONS

- Virtual Assistant IT Skills Training Digital Witch support
 - Google Data Analytics Professional Certificate
 - Accenture Data Analytics Simulation (Forage)
 - British Airways Data Science Simulation (Forage)
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TECH STACK & PLATFORMS

- **Analytics & Visualization:** Power BI, Tableau, Excel, Looker Studio
- **Data Tools:** SQL, Python, Google Sheets
- **CRM & Outreach:** HubSpot, Zoho, Apollo, Lemlist
- **Automation & Management:** Zapier, Trello, ClickUp, Notion, Asana
- **Communication Tools:** Gmail, Outlook, Zoom, Slack