CHARLENE GRIFFITH

CUSTOMER SUCCESS & ENGAGEMENT

Customer Strategy | Marketing | Business Growth

CONTACT

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CORE STRENGTHS

- Customer research & segmentation
- Business analysis & problem-solving
- Value propositions & offer development
- Customer journey improvement
- Strategic communication & copywriting
- Customer engagement & development
- CRM & marketing automation
- AI-assisted research & problem-solving

EDUCATION & CREDENTIALS

MBA, University of the West Indies, Cave Hill

BSc Computer Science & Management, University of the West Indies, Upper Second Class Honours

PROFESSIONAL SUMMARY

Customer success and engagement professional combining business analysis, customer research, communication and technology to improve customer journeys and identify growth opportunities. Currently developing TradeConnect, a digital platform designed to simplify how property owners, managers and tradespeople connect and manage maintenance services, with an emphasis on trust, transparency and efficiency. Brings an MBA, a decade of corporate technology experience and first-hand experience in entrepreneurship and small-business consulting.

EXPERIENCE & APPLIED WORK

TradeConnect | Founder

2026–Present | Independent venture, preparing for pilot launch

- Developing a digital platform designed to improve how property owners, managers and verified tradespeople connect, communicate and manage property maintenance services.
- Researched property owners' and plumbers' needs to shape distinct value propositions and audience-specific messaging.
- Designed customer journeys around trust, pricing transparency, clear expectations and reduced service friction.
- Developed recruitment messaging and verification approaches to attract suitable tradespeople.
- Developed customer guidance, notification workflows and two-way reviews to support confidence and accountability.

Personal Brand Development & Applied Marketing

2024–2026 | Independent initiative

- Applied audience research, positioning and copywriting to develop targeted messaging and communicate value.
- Developed educational content, digital products, landing pages and automated email communications.
- Applied business coaching principles to audience development, offer creation and customer engagement.

Wise Tech | Business Technology Consultant

2021–2024 | Self-employed

- Delivered websites and practical digital solutions for bakery and electrical supply businesses.
- Implemented applications to simplify order processing, tracking and delivery coordination.
- Provided ongoing client assistance after implementation.

EQ Practitioner Certification

Dale Carnegie, Effective Communication & Human Relations

Toastmasters International, Member, 2026-Present

PROFESSIONAL DEVELOPMENT

- **Business Coaching:** Growth strategy, customer acquisition, positioning, offer development and business systems.
- **Independent Business Research:** Direct-response marketing, customer psychology, qualification, retention and lifetime value.
- **Technology & AI:** Applying AI and digital tools to research business challenges, evaluate solutions, improve processes and automate routine tasks.

DIGITAL TOOLS

GoHighLevel (CRM)
WordPress & email marketing platforms
Microsoft 365 & Google Workspace
Canva, ChatGPT & Claude
CapCut, Adobe Premiere

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PROFESSIONAL EXPERIENCE

Simply Vegan (Organic Farming) | Founder
2014–2021 | Independent ventures
- Operated a commercial organic farming business serving regular customers.
- Educated consumers about organic agriculture and healthy eating, including content through A Healthy You.

Cable & Wireless Communications (Barbados)
2004–2014 | Corporate employment
Senior Software Specialist (2011–2014) | Acting Manager (2010–2011) | Application Specialist (2004–2011)
- Supported enterprise applications across 11 business units, translating business needs into technical solutions.
- Delivered user training, ongoing guidance and issue resolution.
- Coordinated with users, management, technical teams and vendors to resolve recurring issues and maintain service continuity.

COMMUNITY & VOLUNTEER EXPERIENCE

Church-led school initiative | Volunteer
2026–Present
- Develop educational stories, presentations and interactive activities for primary school children.

Combined Faith | Trustee & Youth Development Volunteer
2014–2025
- Supported governance, programme planning and youth engagement.

Organic Growers & Consumers Association | Assistant Secretary
2018–2023
- Supported public awareness, advocacy, stakeholder engagement and project planning.