NIPHO MKHWANE

nipho@lumbergrove.co.za • www.linkedin.com/in/niphom • Berlin • +49 176 77432740

CRM Manager and Business Analyst

Experienced Analyst in delivering data-driven insights across customer lifecycle, marketing performance, and commercial strategy. Strong background in SQL, Tableau, and experimentation, with a proven ability to translate complex data into actionable recommendations for senior stakeholders. Experienced in building KPI frameworks, dashboards, and analysis to drive customer engagement, retention, and revenue growth.

PROFESSIONAL EXPERIENCE

Zalando | Apr 2022 - Present
CRM MANAGER & BUSINESS ANALYST
› Established and owned the data foundation for Customer Lifecycle Management (CLM) in close collaboration with lifecycle and marketing teams, enabling structured performance tracking, insight generation, and data-driven decision-making.
› Gathered and translated business requirements into analytical frameworks, defining CRM KPIs and OKRs aligned to customer engagement, retention, and lifetime value.
› Designed, built, and maintained CLM dashboards and reports in Tableau, delivering actionable insights to CRM, marketing, and senior stakeholders.
› Led ongoing performance and ad-hoc analyses (campaigns, events, customer behaviour) using SQL and Tableau to evaluate impact, identify trends, and inform strategic decisions.
› Presented insights through regular performance reviews, simplifying complex data for non-technical audiences and influencing optimisation of customer journeys and campaigns.
› Planned and executed push notifications, in-app messages, and web notifications using Braze, driven by insights derived from A/B testing and performance data analysis.

Discovery Limited | Oct 2018 – Mar 2022
GROUP CAMPAIGN MANAGER
› Led the development and execution of multi-channel CRM communication strategies (email, SMS, push notifications) that significantly improved customer acquisition, engagement, and retention.
› Defined and implemented customer lifecycle roadmaps and CRM segmentation criteria, resulting in more personalised and contextual communication. Led the introduction of propensity models that enhanced targeted marketing efforts.
› Structuring A/B split tests to optimise campaigns, producing a robust testing plan which is now used by the Brand teams.
› Leveraging and supporting cross-functional teams such as Data Science, Business Analysis, Brand, System Development and Design using a data-driven approach. This has resulted in the development of propensity models and the reduction of lapses.
› Drove process improvements by researching and implementing best practices, including the successful deployment of SAP Marketing. Achieved a 60% reduction in communication costs through strategic system implementations.
› Designed post-campaign reports using Excel, Google Data Studio, and SQL, enabling data-driven decision-making and continuous improvement in campaign effectiveness. Pioneered A/B testing frameworks, now adopted across multiple teams.

Discovery Limited | Feb 2016 – Sep 2018
CAMPAIGN SPECIALIST
› Designing and testing HTML templates. Established best practice guidelines that have been incorporated into the company CI.

› Troubleshoot technical issues related to templates, list segmentations and other aspects of email execution. Reduced time spent debugging issues through quality and well-maintained templates, decreased template development cost by 80% by sourcing the service.
› Designing post-campaign reports using Excel and Google Looker. Successfully introduced campaign reporting to different stakeholders in the business that are used to inform campaign planning.
› Building multi-channel campaigns, including template building, database selection, testing, scheduling, quality assurance and deployment of one-time, recurring, triggered and contextual content-driven campaigns.

EARLIER WORKING EXPERIENCE:
Roles in Knowledge Management, Customer Relationship Management, and Customer Service at Discovery Limited, Vitality UK, and Virgin Media UK (2007–2016)

EDUCATION

MSc in Data Science
University of East London (2023)

BA in Psychology and Marketing
University of the Witwatersrand (2016)

Management Development Programme
University of Stellenbosch Business Executive Development (2015)

TECHNICAL SKILLS

• **Data Analysis & Visualisation:** SQL (PostgreSQL), Tableau, Excel, Google Analytics, Looker

• **Programming:** Python (pandas, numpy), SQL, HTML

• **CRM & Platforms:** Braze, SAP Marketing, Contentful