

TED SANKEY

Customer Service & Sales Support Specialist • B2C/B2B CRM • Client Retention

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Customer service and sales support professional with 20+ years of experience managing B2C and B2B relationships across phone, email, chat, and retail channels. Handles high-volume client activity, resolves issues, documents next steps, and identifies opportunities for repeat business, retention, and account growth. Experienced with Salesforce, Zendesk, HubSpot, Five9, and PredictSpring, supported by strong KPI tracking, cross-functional coordination, and client communication skills. Brings a practical, customer-first approach to CRM-based support, sales administration, and relationship management. Holds MCP and PMI Agile Certified Practitioner (PMI-ACP) credentials and is AI fluent (ChatGPT, Claude).

★ SELECTED QUALIFICATIONS ★

★ Multi-Channel Support 20+ years supporting B2C and B2B clients across phone, email, chat, and retail channels, with consistent documentation and follow-up.	★ CRM & Account Management Managed 50+ client accounts in Salesforce, supporting accurate records, KPI reporting, service delivery, and relationship continuity.	★ High-Volume Retail Service Processed 1,500-2,500 monthly transactions while providing product guidance, resolving issues, and supporting repeat purchases.	★ Enterprise Client Delivery Supported CRM programs and digital campaigns for NHL, Kraft, Coca-Cola, Jeep/Chrysler, BBDO, and BMO.
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CORE SKILLS

★ Client Support & Sales Customer Service Sales Support Needs Assessment Retention & Repeat Business	★ CRM / Systems Salesforce Zendesk HubSpot Five9 PredictSpring POS CRM Documentation	★ Operations KPI & CSAT Tracking Order & Return Workflows Account Administration Pipeline Management	★ Communication Web Phone Email Chat Issue Resolution Cross-Functional Coordination Client Resource Development
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EXPERIENCE

2013 - Present	Client Solutions & Project Consultant Rebel Digital Toronto, ON <i>Selected Clients: Commerce Dynamics (CDi), Vigorate Digital, Broadplay Mobile</i> - Manage B2C and B2B client relationships across phone, chat, and email, handling 200-500 weekly interactions across multiple accounts. - Configure and administer Zendesk and Salesforce workflows for routing, macros, lifecycle tracking, documentation, and follow-up. - Analyze KPI and CSAT data to identify service gaps, strengthen retention, and support account growth. - Create client resources with ChatGPT and Claude to improve onboarding, service consistency, and client satisfaction.
2021 - 2024	Customer Experience Associate Arterra Wines Canada Toronto, ON - Built client relationships and provided product guidance while processing 1,500-2,500 monthly transactions and meeting performance targets. - Handled purchases, returns, and order workflows in PredictSpring, using product knowledge to support repeat purchases. - Managed Z reports, daily and monthly sales reconciliation, and KPI tracking with a strong focus on accuracy. - Resolved client needs in real time, strengthening relationships and supporting retention and repeat business.
2005 – 2012	Customer Solutions and Account Manager NSR / Connectus Toronto, ON <i>Key Clients: Jeep/Chrysler, NHL, BBDO, Kraft, Coca-Cola, Bank of Montreal</i> - Managed 50+ client accounts in Salesforce, maintaining accurate records, follow-up, KPI reporting, and service delivery. - Supported account growth and retention through CRM programs and digital campaigns for national brands. - Coordinated cross-functional teams to deliver direct and agency campaigns on schedule and on brand.

EDUCATION / CERTIFICATION

University of Toronto	B.A. (Hons.) University of Toronto
Microsoft	Microsoft Certified Professional (MCP) Microsoft
PMI	PMI Agile Certified Practitioner (PMI-ACP) Project Management Institute