

Alika Dommert

Chief Retention Officer (CRO)

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📍 1600 Pennsylvania Ave,
Washington, DC 20500

Education

Bachelor of Science in Marketing at University of Washington, WA

Aug 2012 - May 2017

Some skills I've learned
are: effective communication,
teamwork, time management,
organization, and problem
solving.

Links

[linkedin.com/in/alikadommert](https://www.linkedin.com/in/alikadommert)

Skills

Data analysis

Data-driven decision making

Customer segmentation

Marketing campaign
management

A/B testing

Multi-channel marketing

Customer retention strategy

Languages

English

Urdu

Profile

I am a Chief Retention Officer with over 5 years of experience. I have implemented and overseen multiple retention strategies that have proven to be successful in retaining customers and employees. I am an expert in customer satisfaction and employee engagement, which are both key factors in retention. My ultimate goal is to ensure that the company I work for retains its customers and employees by providing them with the best possible experience.

Employment History

Chief Retention Officer (CRO) at Nordstrom, WA

Jun 2022 - Present

- Led the development and implementation of a new retention strategy that resulted in a decrease in customer churn by 2%.
- Successfully developed and executed a plan to increase customer satisfaction scores by 4%.
- Worked with cross-functional teams to develop and implement new processes that increased operational efficiency by 6%.
- Played a key role in developing and launching a new product that generated \$1M in revenue in its first year.
- Led the development of a new loyalty program that increased customer retention by 3%.

Senior Chief Retention Officer (CRO) at Starbucks, WA

Jul 2017 - Apr 2022

- Increased employee retention rates by 5% in first year as CRO.
- Led development and implementation of new employee retention strategies.
- Successfully implemented a new mentorship program for at-risk employees.
- Trained managers on effective communication and conflict resolution techniques.
- Created an Employee Engagement Task Force to identify and address issues affecting morale.

Certificates

Certified Customer Retention Specialist (CCRS)

Oct 2020

Certified Loyalty Marketing Professional (CLMP)

Aug 2019

Memberships

American Association of Retired Persons (AARP)

National Association of Retired Federal Employees (NARFE)