

# Somesh Rajesh

HEALTHCARE PROGRAM MANAGER – Agile Methodologies, Project Management & Reporting

✉ [someshrajesh03@gmail.com](mailto:someshrajesh03@gmail.com)

☎ (+1) 236-238-2367

📍 Canada

in [LinkedIn](#)

## SKILLS

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- **Programming Languages:** Proficient with C for procedural programming, logic building applications.
- **Project Management Tools:** Jira for sprint planning, tracking, workflow management, issue resolution.
- **Financial Platforms:** Quick Books for expense tracking, invoicing, budget planning, report generation.
- **Data Reporting:** Interpret and present program level reports to guide strategic healthcare decisions.
- **Programming Languages:** Basic proficiency in C for developing logic-based healthcare support utilities.

## WORK EXPERIENCE

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### Marketing Coordinator

May 2025 – Present

*Costco Wholesale*

*British Columbia*

- Executed six in-store campaigns and referral programs across five departments, increasing member sign ups by 35%, referral conversions by 14%, and boosting triple play upgrade engagement by 37% within three months.
- Analyzed behavioral KPIs and seasonal promotion data, driving three high impact campaign optimizations that elevated Executive and MasterCard acquisitions by 29% and improved lead qualification efficiency by 41%.
- Ranked campaigns by upgrade yield and referral contribution across 3 months using internal data tools.

### Member Service Specialist

July 2024 – May 2025

*Costco Wholesale*

*British Columbia*

- Directed queue protocol deployment and redesigned shift communications with service teams, enabling 19% fewer escalations, 150+ daily member resolutions, and consistent coverage across high-volume transactional workflows.
- Audited 50+ weekly logs, corrected inconsistencies, and activated satisfaction benchmarks that raised second month membership renewals by 15% and aligned compliance records with standardized procedural frameworks.
- Collected structured satisfaction data monthly to evaluate service continuity and capture resolution indicators.

### Executive Sales Representative

January 2024 – June 2024

*Telus*

*British Columbia*

- Maintained a 31% lead conversion rate by executing segmented outreach, directing sales alignment across three stores, and elevating satisfaction benchmarks by 22% through standardized performance monitoring frameworks.
- Conducted weekly customer analysis sprints and corrected 98% of CRM data discrepancies, generating 39% profitability growth and reducing churn indicators by 26% through synchronized operational task sequencing.
- Resolved 98% of database inconsistencies across territories, enabling accurate segmentation and outbound reach.

### Fitness Program Manager

October 2021 – December 2023

*HealthifyMe*

*India*

- Structured and monitored schedules for 18+ certified trainers, standardizing program cadences and increasing adherence consistency by 31% across active clients through centralized coaching operations and task alignment.
- Deployed adaptive training flows and sequenced follow-ups using health metrics and usage trends, increasing long-term user engagement by 32% overall & lifting renewal conversion rates by 26% across subscription tiers.
- Audited trainer performance data quarterly, adjusted task matrices, increasing session satisfaction by 24% overall.

### Founder / Wellness Instructor

March 2020 – September 2021

*LevelUP Fitness*

*India*

- Launched a wellness startup and on boarded 1,400+ clients through structured fitness frameworks, habit building plans, and quantified tracking systems, supporting consistent engagement and personalized goal adherence.
- Designed modular coaching systems for scalable delivery, reducing trainer onboarding time by 38% overall and enforcing weekly check in workflows to maintain high touch communication across variable user cohorts.
- Integrated biometric dashboards, milestone protocols, sustaining 20% retention and reducing dropouts by 18%.

## EDUCATION

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### Master of Business Administration

January 2024 – September 2025

*Vancouver Island University, British Columbia*

### Bachelor's in Automobile Engineering

July 2016 – March 2020

*Kumaraguru College of Technology, India*

## CERTIFICATIONS & ACHIEVEMENTS

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- Get Started with JIRA
- Foundations of Project Management
- Awarded Best Transformer Coach of the Year 2022
- Ranked in the Top 5 for Member Service Excellence
- Top Sales & Service Team Recognition – Telus, 2024