Nancy Carter
Support, Success & Project Manager
carter.msnr@gmail.com
LinkedIn
Portfolio

A practical all-rounder with proven skills in account, service, relationship, and digital project management and a creative and friendly approach.

I'm commercially and technically astute, with a year of experience in Customer Success at an early-stage, SaaS start-up, where I increased MRR by 31% (YoY), alongside four years developing and running a Website Support Service in a 'tech for good' digital agency, growing the value of the service by 74%.

I bring a strong foundation in both the business and the charity sectors plus nearly a decade of experience managing accounts and teams in a regulated, financial services environment. I've effectively managed digital projects with changing priorities and multiple stakeholders, and built relationships at the senior and C-level, including leading complex renewal negotiations and building commercial value.

EXPERIENCE

Freelance AI Trainer - June 2024 - Present
I train AI models, providing high-quality prompts and feedback to improve approaches and encourage more natural language processing. This work includes writing prompts and scoring rubrics, assessing model responses, and providing linguistic and contextual feedback to refine behaviour.
This role requires strong analytical skills along with scrupulous attention to small details. It gives me a unique insight into LLM development and the capabilities of emerging AI technologies.

Applied - Customer Success Manager - May 2023 - MAY 2024
I successfully managed a broad portfolio (~80) of customer accounts, driving the adoption and integration of this ground-breaking ATS, which is designed to improve equity in hiring, using behavioural science principles.
My day-to-day included delivering training sessions, resolving technical issues, and providing strategic guidance and use cases to help customers get the most out of the platform.
I achieved a 31% YoY increase in renewals in my first full quarter, demonstrating my strong commercial focus and highly developed client relationship skills within a SaaS environment.

BBSUK - Fundraising and Communications Manager - Jan 2023 - May 2023
Along with the usual responsibilities of this role, I delivered a comprehensive digital audit, mitigating security risks and streamlining their processes and systems, to make significant financial savings and increase capacity for this wonderful, small, UK charity.
My contributions included working with a new web development agency to design and rebuild the charity's website.

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[Electric Putty](#) - Customer Support Manager - Oct 2018 - Aug 2022
I developed and ran the support arm of this 'tech for good' digital agency, working closely with around 15 charity and nonprofit clients and their teams, looking after their websites and applications.
My role included initially investigating, recreating and resolving issues where possible, then defining bugs or change requests (and solutions) where developer time was needed.
I project managed all jobs throughout the lifecycle, overseeing the agency's work schedule and resourcing, using Jira and Trello.
I built strong relationships of trust, as our customers' technical and critical friend, hosting meetings to introduce ideas for new functionality, and talk through creative solutions, as well as conducting regular service reviews and business planning.
Additionally, I designed, produced and delivered training and support for new websites and applications, including manuals and videos, and produced regular reports on both the service (to the business) and for customers on their support usage.
Over my tenure, I designed, set up, refined, and documented all the systems and processes within the service, building a tangible and profitable arm of the agency and growing the service's value by 74%.

PREVIOUS WORK HISTORY

- Self-Employed - Digital Communications Specialist: June 2016 - Oct 2018
- University of Sussex - Communications Officer: Sept 2014 - June 2016
- Small Business Owner: Sept 2012 - Sept 2014
- Legal & General - Telephone Account Manager: Jan 2007 - Sept 2012
- Legal & General - Team Manager: Jan 2003 - Jan 2007
- Various UK Banks - Tied Financial Advisor: Jan 1999 - Jan 2003

RECENT PROFESSIONAL DEVELOPMENT

Software Development Bootcamp at Brighton MET
I'm currently attending a 5-week Software Development Bootcamp at Brighton MET, which is building my ability to recreate and debug issues, and deepening my understanding of developer teams, jargon, and challenges.

British Sign Language at Broadwater MET
I have completed both the beginner and continuation British Sign Language courses at Chichester College Group's Broadwater campus, and I plan to sit my BSL Level 1 exam later this year.

Project Management - Digital Transformation -accredited by the Project Management Institute
This 12-week, Level 3 bootcamp, which I completed in early 2025, gave me confidence and a qualification to add to my on-the-job experience, directly aligning with digital project management best practices.