

A highly effective and customer-centric leader with 10+ years of experience in fostering lasting customer relationships, driving customer satisfaction, and maximizing retention. Proven ability to lead teams, optimize customer support processes, and implement strategic initiatives that enhance customer experience and achieve business growth. Adept at thriving in fast-paced environments and passionate about building collaborative, high-performing teams focused on exceeding customer expectations.

### **Key Skills**

**Customer Success:** Customer Onboarding, Customer Retention, Relationship Management, Customer Advocacy, Churn Reduction, Customer Journey Mapping, Feedback Collection & Analysis

**Communication:** Interpersonal Communication, Active Listening, Presentation Skills, Conflict Resolution, Negotiation, Documentation

**Leadership:** Team Leadership, Mentoring, Performance Management, Cross-functional Collaboration, Strategic Planning

**Technical Skills:** CRM Software (*Salesforce, HubSpot*), Help Desk Software (*Zendesk, Intercom*), Microsoft Office Suite, Google Workspace, Project Management Tools (*Asana, Jira, Trello*)

**Analytical Skills:** Data Analysis, Reporting, KPI Tracking, Customer Satisfaction Measurement (*NPS, CSAT*), Problem-Solving

### **Work Experience**

**Zunkz, Web3 NFT Member Rewards Program | Team Leader & Customer Success Manager | Remote | Nov 2021 - Current**

- Lead a remote team of 9, driving customer success initiatives, managing support channels, and fostering a positive work environment to maximize team performance.
- Orchestrated the development and implementation of new customer onboarding procedures, resulting in a 15% increase in new member retention.
- Significantly improved member communications by streamlining customer support processes and reducing team response times by 20%.
- Directed the development and launch of an interactive website and rewards program, directly contributing to increased community satisfaction resulting in a 35% increase in positive community feedback.
- Manage the project financials, including treasury, budgets, and payroll, ensuring efficient resource allocation and financial stability.

**HealthEgo, Health & Fitness Social Platform | Founder & Project Manager | Remote | Mar 2016 - Dec 2022**

- Spearheaded the creation, development, and launch of a health & fitness social media app, building a platform to foster a supportive health focused community.
- Managed multiple teams of outsourced developers through various product releases, ensuring timely and on-budget delivery.
- Successfully launched iOS and Android apps, expanding the platform's reach and accessibility to a wider user base.
- Navigated complex challenges from unreliable development groups, demonstrating problem-solving and conflict resolution skills to maintain project momentum.

**Health Coach, Private Executive Health Coaching | Health Coach | Palo Alto, CA | Mar 2016 - Nov 2021**

- Developed individualized health & wellness plans for high-level VC executives and their families, focusing on preventative health strategies.
- Organized and managed client progress through daily check-ins, scheduled surveys, and weekly consultations, ensuring personalized attention and achieving tangible results.
- Practiced information security and data privacy, utilizing NDAs and data classification methods.

### **GreatLyfe, Marketplace for Wellness Services | Operations Manager | San Jose, CA | Sep 2015 - Mar 2016**

- Optimized team workflow and resource allocation, delivering two major product releases ahead of schedule and exceeding performance targets.
- Established and enforced strategic project planning and tracking systems, ensuring on-time, on-budget delivery of key milestones and driving operational efficiency.
- Implemented Agile methodologies to streamline operational workflows, optimize resource utilization, and empower team ownership, resulting in significant cost reductions and improved project delivery timelines.
- Developed and presented a compelling business case to secure initial angel investment, demonstrating strategic resource acquisition and financial planning capabilities.

### **Equinox, Health & Fitness Club | Personal Training Department Manager | Palo Alto, CA | Dec 2012 - Sep 2015**

- Managed a team of 3 managers and 45 personal trainers, overseeing all aspects of department operations, including scheduling, budgeting, training, and performance management, to ensure consistently high service delivery.
- Developed and implemented new employee training programs, directly contributing to a 10% increase in both employee and client retention.
- Streamlined department operations through multiple concurrent projects, resulting in cost reductions and process improvements.
- Cultivated a culture of continuous improvement, ownership, and team growth by conducting weekly meetings for goal setting, performance reviews, and coaching.
- Optimized the hiring process by developing and implementing a new system that reduced time-to-hire.
- Provided regular project status reports and department analysis to corporate management, ensuring transparency and accountability.

### **Education**

- BS Environmental Science | University of Redlands | Redlands, CA | 2007

### **Certifications**

- Data Science & Computer Engineering | Bloom Institute of Technology | 2021
- Project Management Professional (PMP) | Coursera | 2024
- Gen AI Prompting Certificate | Google | 2024
- Gen AI Introduction & Applications Certificate | IBM | 2024
- Cybersecurity Foundations Certificate | LinkedIn | 2025

### **Documents**

- AUS Partner Visa (#0729500048650) | Full working rights with no restrictions | [Link](#)