

# Cameron McCallum

**Location:** Manchester, UK

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## Profile Summary

Customer Success Manager with over 10 years of experience driving data-driven strategies, technical support, and AI-powered solutions to enhance customer engagement in SaaS environments. Proven track record of implementing innovative AI tools and optimising digital customer journeys to boost retention and satisfaction. Expertise in diagnosing technical issues, analysing data, and collaborating with cross-functional teams to deliver exceptional customer experiences. Passionate about leveraging technology to solve customer challenges and drive measurable outcomes.

## Core Competencies

- Customer Success & Retention
- Technical Troubleshooting & SaaS Support
- Data Analytics & Reporting (Excel, SQL, BI Tools)
- AI & Machine Learning Solutions
- Digital Journey Optimization
- Cross-Functional Collaboration
- CRM Systems & Process Automation (Salesforce, Gainsight)
- Customer Feedback & Sentiment Analysis

## Professional Experience

### **Independent AI Strategy Consultant, Manchester, UK (Sep 2024 – Present)**

- Developed AI-powered customer success tools to optimize customer support for SaaS platforms, enhancing sentiment analysis and reducing churn by 20%.
- Deployed Customer Success GPT to automate over 1,000 weekly customer queries, improving response time by 40%.
- Created predictive models for churn analysis, achieving 85% accuracy, and proactively addressing at-risk accounts.
- Led workshops on AI implementation for customer success teams, improving engagement strategies.

## *The StepStone Group / Totaljobs Group*

### **Enterprise Customer Success Manager (Jan 2022 – Jul 2024)**

As an Enterprise Customer Success Manager, I led customer success initiatives to drive growth, enhance client engagement, and ensure outstanding service for a portfolio of high-value enterprise accounts.

- **Account Management & Optimization:** Oversaw customer success and support for 30+ enterprise accounts, optimising digital workflows and enhancing product engagement.
- **Technical Issue Resolution:** Diagnosed and resolved first-line technical issues, partnering with product and development teams to improve SaaS platform reliability.
- **Customer Insights & Retention:** Analysed customer feedback and data trends to pinpoint pain points, resulting in a 25% increase in retention and 30% boost in satisfaction.
- **Strategic Business Reviews:** Led Quarterly Business Reviews (QBRs) to align with customer objectives, securing renewals worth £500,000.
- **Cross-Functional Collaboration:** Worked closely with Product, Sales, and Data Science teams to align customer needs with ongoing product enhancements and strategy.

### **Insights Analyst (Jul 2021 – Feb 2022)**

In my role as an Insights Analyst, I leveraged data analysis to inform strategic decision-making, enhance business operations, and provide actionable insights to stakeholders.

- **Data Analysis & Reporting:** Employed tools like SQL and Excel to extract, analyse, and visualise complex datasets, generating insights that guided strategic business improvements.
- **Addressing Business Challenges:** Collaborated closely with stakeholders to translate complex business questions into actionable analytical projects, developing data-driven solutions aligned with business goals.
- **Delivering Strategic Recommendations:** Crafted detailed reports and presentations for senior leadership, offering data-backed recommendations to improve operational efficiency and refine marketing strategies.

### **Strategic Customer Service Account Manager (Jun 2019 – Jul 2021)**

In my role as a Strategic Customer Service Account Manager, I managed high-value Recruitment Process Outsourcing (RPO) accounts, such as Manpower Group and AMS, with a strong focus on optimizing service delivery.

- **Revenue Growth:** Led initiatives that drove a 160% increase in revenue for a key RPO account, earning formal recognition for exceptional service delivery.

- **Client Relationship Management:** Cultivated strong relationships with key stakeholders to align with client goals, ensuring long-term partnerships and sustained success.

### *Quintessentially Travel Group*

#### **Senior Incentives Manager** London, UK (Dec 2017 – Aug 2018)

- Enhanced client engagement through tailored travel incentives, increasing revenue by 10%.
- Managed high-value client accounts and negotiated vendor contracts, optimizing cost efficiency.

### Technical Skills

- **Data Analysis & Reporting:** Excel (Advanced Formulas, Pivot Tables), SQL, Data Visualization Tools
- **AI & Automation:** GPT-4, FastAPI, Natural Language Processing (NLP), Google Cloud, Vertex AI
- **Programming:** Python, HTML, CSS

### Education & Certifications

- Bachelor's Degree in Human Resources Management, Central Queensland University, Australia (2001 – 2003)
- Certified Customer Success Manager (CCSM) Level 1 and Level 2
- Google Cloud Skills Boost: MLOps, Vertex AI, Responsible AI

### Soft Skills

- **Exceptional Communication:** Confident in presenting data insights and technical findings to stakeholders.
- **Problem-Solving:** Skilled in diagnosing technical issues and collaborating with dev teams to resolve them.
- **Customer-Centric Mindset:** Focused on delivering value through proactive support and data-driven solutions.
- **Adaptability:** Thrives in dynamic environments, managing multiple projects and shifting priorities effectively.