

Frisco Benton

New York City, NY | mbabenton@gmail.com | [Linkedin](#)

EDUCATION

Doshisha Business School (Kyoto, Japan)
San Francisco State University (CA)

MBA
B.S. Corporate Finance

SOFT SKILLS

Stakeholder Collaborator
Commitment to Excellence
Team / Solutions Oriented
Ability to Simplify Complexity
Enthusiastic Learner
Multi time zone coordination
Training and Development

ROLE RELEVANT SKILLS

Sales, Conversion Success
Audit/Survey/Process Optimizer
Competent Multi-tasker
Attention to Detail/ Retention
Empathetic Communicator
Learning Management Systems
Gap Analysis / Metric Support

TECHNICAL SKILLS

CRM / SaaS / sharepoint/ survey
Google/ Microsoft 365/Trello
HTML / JAVASCRIPT / CSS / Python
AI/Mac/Mobile /**ChatGPT Agent**
Problem Escalation / Resolution
Outlook / Zoom / Sharepoint
Trained: Zendesk(Macros)/SQL

PROFESSIONAL EXPERIENCE

Sept. 2023 – Apr. 2025

Nha Trang, Vietnam

Singapore Vietnam International Schools: Teacher / Student Success Analyst

- Created real-time engagement & performance tracking tool to manage key learning KPIs.
- Used collected behavior, engagement and performance data to identify client KPI bottlenecks.
- Incentivised desired engagement outcomes by demographic and iterated intervention increasing KPI's
- Implemented client consultative guidance resulting in improved KPI's and client retention.
- Summarized progress reports for external stakeholders, exceeding engagement and retention KPI's

Jan. 2023 – Aug. 2023

Washington D.C., USA

Gallup Inc: Education Consulting support

- Engaged in outbound / inbound client SaaS inquiries resulting in client success and retention.
- Presented engagement and SaaS services to higher ed. / K-12 clients across North America.
- Resolved and escalated client inquiries related to SaaS, consulting service, and other service offerings.
- Implemented multi-digital marketing strategy resulting in fresh inquiries added to the sales pipeline.
- Developed strong relationships with prospects resulting in consistent referrals.

Aug. 2018 – Oct. 2022

Osaka, Japan

O.E.C. Languages Service: Teacher / Customer Success Consultant & Onboarding Training Support

- Developed Google Suite tool automating admin tasks resulting in 30% reduction in scheduling efforts.
- Led lean development cycle for efficiency tool leveraging stakeholder feedback for enhanced utility.
- Identified gap in customer rating & feedback strategy correlated with customer churn.
- Developed strategy to fill rating system gap leading to service quality optimization among clients.
- Conducted structured usability testing, refining workflows and learning content using lean methodologies.
- Collaborated with CEO, IT, and HR teams to deploy, iterate, and support implementation for all locations.
- Created documentation, tutorial videos, and user guides resulting in strategy adoption among stakeholders.
- Provided ongoing technical support resulting in greater utility and adoption among key stakeholders.

Aug. 2014 – 2017

Seoul, South Korea

Avalon English: Teacher / Sales Associate

- Partnered with campus director to develop sales pipeline strategy resulting in 30% increase in enrollment.
- Exceeded conversion rates for new student enrollment resulting in highest quarterly enrollment regionally.

Dec. 2013 – 2014

Seattle, USA

Trupanion Inc: Sales Associate / Regional Territory Support

- Provided inquiry/ sales support for customers, utilizing CRM to increase upsell and retention of clients.
- Supported pet owners with empathetic care during emergency insurance inquiries improving retention KPI.
- Managed high volume inquiry CRM system to resolve and update client cases for enhanced service quality.
- Supported complex, high risk cases to increase product enrollment and customer retention.
- Collaborated with multiple cross functional teams and external stakeholders to resolve major escalations.

INDEPENDENT INITIATIVES

May 2025 - Jun. 2025

New York, USA

Costco ([Express Lane Solution Project](#)): Principal

- Identified checkout friction as a major customer pain point, targeting high-income, time-sensitive shoppers.
- Designed a low operational cost, hyper efficient membership solution, offering improved revenue and CX.
- Developed real-time staffing logic, enabling idle staff to fluidly shift between Express and standard lanes.
- Modeled financial impact of just 3% membership adoption; with forecasted \$598M system-wide potential.
- Created a 7-item customer survey to validate pain points, willingness to pay, and fairness perception of plan.
- Designed a controlled rollout via monthly lottery to ensure inclusive access and avoid perceptions of elitism.
- Developed marketing and signage language strategies using behavioral framing to boost adoption.

Aug. 2023 –

Nha Trang, Vietnam

HequityX (Real Estate for Equity at Financing Project): Principal

- Identified the main culprit for crisis persistence in housing market, and modeled solutions to mitigate risks.
- Created a micro-financing model addressing consumer and macro economic risk of residential financing.
- Developed game-based research methodology to stress test consumer behavior under all market conditions.
- Leveraged Html, Trello, Js, Python and Css to draft game and implement research format.

Aug. 2020 – Sept. 2022

Kyoto, Japan

ValuePoint LLC (Start-up): Principal

- Developed live performance matching service for B2B sector using SWOT & stakeholder analyses.
- Modeled net-value add of gap, SMART solution and MVP analysis for funding rounds.
- Drafted SaaS mock-up solutions using Figma, Python, Google Suite, Trello, and other project tools.
- Secured funding for SaaS MVP development.

Aug. 2017 – Sept. 2019

Kyoto, Japan

Doshisha Business School ([fairness perception of pricing](#)): Research Fellow

- Identified significant research gap in customer fairness perception of pricing in physical retail.
- Implemented data analysis techniques to identify customer perceptions and solution rubric for retailers.
- Outlined strategic applications of research to address unfair prices to address inefficient inventory.
- Presented written and oral defense resulting in report distinction upon graduation.