

Paul Pham

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WORK EXPERIENCE

AppFolio, Inc. (Nasdaq: APPF)

Santa Barbara, CA

AppFolio is a SaaS company helping small and mid-size business grow and succeed with cloud-based solutions.

Sr. Customer Success Manager, MyCase

March 2017 – Present

- Prioritize user bug backlog from initial report to writing user stories, assignment to engineering teams, verifying acceptance criteria, and follow-up with affected customers.
- Organize daily standups and pair with engineers to set action items for bug fixes and feature gaps within weekly sprints and address outstanding tier two customer support issues.
- Continuously improve two escalation process focusing on internal customer and engineering support communication and timely investigation and response to technical user inquiries.

Customer Success Manager, MyCase

March 2015 – March 2017

- Resolve 125 U.S.-based customer cases weekly by phone, email, and online chat to answer billing questions, log product feedback, and provide the customer experience with empathy.
- Collaborate with product and UX teams as the end user to test third party integrations and new features to document user needs, evaluate designs, and test functionality.
- Analyze 135 cases of product feedback for billing with Product and UX to identify actionable data trends and prototype better solutions for customers to take online payments.

The Judge Law Firm

Irvine, CA, July 2014 – March 2015

The Judge Law Firm provides clients with legal services in real estate and HOA law throughout California.

Legal Assistant, Wells Law Group

- Managed and updated 200 cases from open to close from southern California property management clients for attorney and legal department review.
- Helped define guidelines with paralegals to review daily data reports, organize case information, and file necessary court paperwork to evaluate potential case value.

SKILLS & TOOLS

Product Relevant: customer experience, bug prioritization, user stories, pair programming, kanban, agile SDLC, user assurance testing, user research, workflow improvement

Project Management Tools: PivotalTracker, Trello, InVision, LucidChart, Github

Technologies Used: Salesforce, VirtualBox, Zapier, SendGrid, Microsoft Office, GoToMeeting

Web Development: HTML & CSS, Jekyll, Ruby, Ruby on Rails, Rails console, Heroku, Siteleaf CMS

Language: Vietnamese (Fluent)

SIDE PROJECTS

Personal Website: iampaulpham.com | **Github:** github.com/PaulVPham/PaulVPham.github.io

- Built a website using Jekyll to host my projects taking on product, design, and developer roles.

ABC News App Product Review: <https://projects.invisionapp.com/boards/AW3611OB93GFR/>

- A mobile app review to explore features by following the user experience and product mindset.

EDUCATION

University of California, Santa Barbara

June 2014

B.A. in History with Distinction in the Major and Honors

- Senior Honors Thesis Award 2013-2014: “Assured Commitment: Ngo Dinh Diem’s Official State Visit, 1957”
- Member of Phi Beta Kappa, (top 4% from a graduating class 3,200)
- 3rd Place Winner at 2014 UCSB Research Colloquium in Humanities & Fine Arts (1 of 3 categories)