

Terrence Strickland

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EDUCATION

Georgia State University

Bachelors – Business, Management, Marketing, and Related Support Services

Atlanta, GA

August 2015 – May 2019

Honors: HOPE Scholarship Recipient, Internship- Rothschild Capital, Georgia State Football Scholarship recipient, Saving Generations: Mentor of the Year, GSU Panthers Student Speaker, Big Brother Little Brother Leadership Award, Hands on Atlanta DECA, Business Association of Atlanta

Summary:

High functioning Customer Success Leader with over 8 years of experience in delivering exceptional customer experiences for both SME and Enterprise clients. Proven track record in cultivating high-touch relationships, driving engagement, and delivering value to customers across various industries. Expertise in onboarding, training, and retaining customers, coupled with a strong ability to collaborate cross-functionally to ensure customer-centric product development.

Professional Experience:

BlueOcean Ai

Sr. Customer Success Manager (Team Lead)

Remote

September 2022 - Present

- ❖ My broad agency experience advising B2B tech clients was the perfect base for my role as the first customer success hire, allowing me to step into a leadership role and create the Customer Success discipline. The CS team partnered with our marketing customers as trusted advisors to accelerate platform onboarding and deepen product adoption/engagement while owning renewals and partnering on upsells.
- ❖ As a player/coach I focused on:
 - strategic account management for customers such as GitHub, Dropbox, Veritas Technologies, and Bloomingdale's
 - creation of the customer journey, CS playbook, customer health score framework, and customer satisfaction scores
 - implementation of our strategic channel partnership with Material+ agency
- ❖ Through the great resignation and economic challenges, I trained 6 amazing team members and built an end to end CSM onboarding program with focused OKRs to highlight each team member's unique skills. My remote team actively learned from mentoring and customer feedback to develop scalable operational processes.
- ❖ I led cross-functional collaboration by:
 - sharing customer outcomes with the Go to Market team
 - voicing feedback into the product team to improve the customer experience
 - presenting at all-hands and to our board of directors to highlight customer use cases, revenue growth (ARR/GRR), and renewal data
- ❖ Collaborating with my counterparts across GTM, I developed an accurate forecasting process, capacity planning, aligned our tech stacks, and identified critical customer education needs. We implemented ChurnZero to automate and scale our efforts, giving CSMs the ability to focus on highest priority customer interactions, while giving leadership a critical metrics dashboard view of customer retention and growth. My broad agency experience advising B2B tech clients was the perfect base for my role as the first customer success hire, allowing me to step into a leadership role and create the Customer Success discipline. The CS team partnered with our marketing customers as trusted advisors to accelerate platform onboarding and deepen product adoption/engagement while owning renewals and partnering on upsells.

Skills: Cross-functional Coordination · Operations Management · Customer Success · Strategic Planning · Customer Retention · Objectives and Key Results (OKRs) · Metrics Reporting · Brand Strategy · Management · Business Development · Performance Measurement

Captiv8

Sr. Customer Success Manager

Remote

August 2021 – September 2022

- ❖ Run the day-to-day support operations team and respond to client escalations as needed
- ❖ Responsible for helping customers become successful with Captiv8's offerings and empower CS to grow into a consultative arm - ensuring engagement, retention and growth of clientele.
- ❖ Identify and track performance KPIs for the CS function and collaborate with cross-functional leaders on how to provide seamless customer experiences from sales and onboarding to customer success.
- ❖ Take ownership of customer issues and follow problems through to resolution
- ❖ Develop service procedures, policies and standards based on business needs and best practices
- ❖ Keep ahead of industry developments and apply best practices to overall service strategies in partnership with leadership

- ❖ Maintain accurate records and document all customer service activities and discussions
- ❖ Work cross-functionally with Customer Success, Sales, and Enablement to deliver exceptional service and resolve open issues
- ❖ Work directly with Product and Development to prioritize, and escalate high priority issues for resolution while maintaining Customer Support excellence
- ❖ Represent support to cross-functional teams and advocate for client experiences where applicable
- ❖ Own escalation procedures and implement SLA's for tracking and responses to ensure we are exceeding targets
- ❖ Mentor/develop CSMs and Customer Support Product Specialists and create an environment where they can flourish through feedback, encouragement, and empowerment
- ❖ Maintain, create, and report on C8 Support KPI's and SLA's to ensure efficient and high-quality service operations
- ❖ Forecasting/staffing analysis based on support data and team workload in partnership with Customer Support Leadership
- ❖ Analyze customer support trend data and provide feedback around client experience

True QC

Sr. Customer Success Manager 2021

Remote
August 2019 – August

- ❖ Overseen Client Success Team operations including training development of new hires.
- ❖ Responsible for overall monthly recurring revenue, client satisfaction (NPS) & service engagement via support, training & account management.
- ❖ Serve as a key decision-maker & spokesperson for Success Team when collaborating with internal departments & stakeholders.
- ❖ Equip, train & staff the Success Team with the latest product & industry knowledge as well as evolving standard procedures.
- ❖ Managed vendors (Lead Generation).
- ❖ Worked with the delivery team to make sure all client deliveries aligned with the delivery schedule.
- ❖ Prospect for new clients and perform demos of the platform.
- ❖ Create P.O. for clients and explain pricing.
- ❖ Take new clients through the onboarding and implementation process. (Explaining how the tool works and creating a process that fits the client's specific needs.
- ❖ Hit quarterly KPI (Upsells) and ARR (5% increase yearly) and also received 9 new logos from existing customers via client referrals.

Lead Forensics

Customer Success Manager

Remote
October 2017 – August 2019

As a Customer Success Manager, I provide new-user training and set-up of client reporting requirements. I ensure regular contact with clients to ensure optimal portal performance. My role provides technical support and assistance throughout the contract life-time. Heavily involved in the negotiation and management of the client contract renewal process as well as the identification and development of new business opportunities within client base.

- ❖ Ensure team achieves retention and add-on revenue targets.
- ❖ Ensure there are sufficient resourcing levels within the team at all times.
- ❖ Contribute to the strategy and tactics of the CSM Department and play an active role in delivering objectives.
- ❖ Negotiating the renewal of contracts.
- ❖ Weekly meetings with team members to ensure professional growth.
- ❖ Work daily in a CRM database management tool.
- ❖ Host monthly webinars to all the United States and Canadian client base.
- ❖ Managed just over \$2 million in client revenue.

Eaton Lighting Division

Project Coordinator – Channel Marketing/Social Media

Peachtree City, GA
August 2012 – October 2017

- ❖ Created annual budget, headed funding efforts, met with community leaders and outside agencies
- ❖ Manage online presence including web, Facebook, Twitter, Instagram, YouTube, Yelp, and LinkedIn
- ❖ Implemented Asana in order to efficiently boost team production, communication, and organization
- ❖ Wrote copy for email campaigns, landing pages, social media posts and ad campaigns
- ❖ Completed monthly reports regarding grant progress, client numbers, financial information and regulatory compliance.
- ❖ Demonstrates and maintains complete extensive knowledge of the organization's entire product and service line.
- ❖ Assisted team members with day to day marketing tasks and coordinating marketing projects and activities as requested.

- ❖ Supported the in-house marketing and design team by coordinating and collating content.
- ❖ Produced additional marketing communications, such as flyers, brochures and exhibition-related projects.
- ❖ Set up tracking systems for marketing campaigns and online activities.

WestRock

Norcross, GA

Product Marketing Representative

January 2010 – August 2012

- ❖ Manages sales relationships and profitability of new and existing assigned accounts within the United States and Canada
- ❖ Increases sales with special emphasis on establishing and extracting value, based on the technical competencies of packaging and partition business.
- ❖ Manages pricing for assigned accounts
- ❖ Develops new business both corrugated and fiber in line with sales and marketing strategies for all product lines within the geographic area of responsibility
- ❖ Collaborates with regional production plants to ensure that customer deliveries and requirements are met in accordance with customer expectations and efficiency objectives
- ❖ Understanding planning, shipping, warehouse management and inventory systems
- ❖ Demonstrates and maintains complete extensive knowledge of the organization's entire product and service line.

Skills:

- ❖ **Customer Success:** Customer Relationship Management (CRM), Onboarding & Training, Cross-functional Collaboration, Customer Retention & Renewal, Process Improvement and Implementation, Stakeholder Engagement
- ❖ **Software Skills:** Google Analytics, QuickBooks, SAP, SaaS, Adobe Campaign, Microsoft Office, Photoshop, Excel, Yardi
- ❖ **Economic Concepts:** Data Analysis, Accounting, Investments
- ❖ **Marketing Concepts:** Market Research, Pricing, Digital Marketing, Social Media
- ❖ **Communication/Writing:** Public Speaking, Presentation, Professional Reports, Data Visualization

Certifications:

- ❖ [SuccessCOACHING](#) - Certified Customer Success Manager (CCSM) Level 1-4 | [Certificate ID # c5059822ac649](#)
- ❖ [CXPA](#) - Customer Experience Professional (CXPA) Level 1-4 | [Certificate ID # 000-1831](#)
- ❖ [Growth Molecules](#) - Customer Success Education Foundations - Level 1 completed | [Certificate ID # 64652bdbb94c65d4be079271](#)