

Terrence Strickland

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Professional Experience:

BlueOcean AI

Sr. Customer Success Manager

Remote

September 2022 - Present

- Helped build customer success discipline from the ground up in a remote start-up environment. (Team Collaboration)
- Accelerate platform onboarding - Created platform orientation videos for customers to watch before kickoff calls allowing the team to be more strategic with the customer to drive further adoption.
- Deepen product adoption and engagement by strategically tailoring my approach to the customer's goal and being genuinely interested in what they are trying to accomplish.
- Owned renewals and EBR for each account. Partnered with AEs for subscription upgrades.
- **Maintained a stable \$5M ARR (100% RR)** despite the macroeconomic downturn. (8 high-value accounts)
- Managed strategic accounts for major customers, including GitHub, Dropbox, Veritas Technologies, and Bloomingdale's.
- Built custom strategy reports using key metrics from BlueOcean's Brand Navigator platform for my clients to leverage the data to quantify, assess, and act on their brand health.
- Owned Projects:
 - The customer journey. (Team Collaboration)
 - CS playbook. (Team Collaboration)
 - Customer health score framework & Customer satisfaction score system.
 - Customer knowledge base. (**Zendesk**) Support ticket problem-solving, monitoring, and escalation if necessary.
- Built a comprehensive end-to-end CSM onboarding program with OKRs tailored to individual team strengths. (Team Collaboration)
- Created scalable operational processes based on mentoring insights and customer feedback. (VoC)
- Actively collaborated with:
 - **Go-to-Market (GTM) Team:** Shared customer outcomes and improved forecasting and capacity planning. (VoC)
 - **Product Team:** Provided customer feedback to enhance the customer experience. (VoC)
 - **Leadership:** Presented at all-hands meetings and to the board, showcasing customer use cases, revenue growth (ARR/GRR), and renewal data.
- Deployed **ChurnZero** to automate and scale customer success efforts enabling CSMs to prioritize high-value customer interactions while automating specific processes. Also, CZ provided our leadership team with valuable insight with a critical metrics dashboard for customer retention and growth.

Captiv8

Sr. Customer Success Manager

Remote

August 2021 – September 2022

- **Managed a diverse customer portfolio valued at \$2.5M**, including enterprise and mid-market clients, ensuring consistent achievement of renewal and upsell targets. **In 2022, I achieved an 85% customer retention rate & closed \$160,000 in upgrade revenue through proactive opportunity identification and value-driven conversations with strategic accounts and high-impact QBRs. Collectively, CS saw a 35% spike in ARR from the previous year.**
- Led performance KPI tracking and collaborated cross-functionally to deliver seamless customer experiences from sales to onboarding and success.
- Partnered with leadership to implement industry best practices, driving customer retention, satisfaction, and growth.
- Worked closely with Product and Development teams to prioritize and resolve high-priority issues, ensuring exceptional support and customer satisfaction.
- Defined and owned escalation procedures, implemented SLAs and consistently exceeded response and resolution targets.
- Identified upsell opportunities and collaborated with sales to drive revenue growth while maintaining a strong focus on customer health and adoption.
- Maintained and reported on KPIs and SLAs, driving efficiency and ensuring high-quality service operations.
- As a player/coach managing a team of 6 CSMs, we saw enhanced team performance through weekly 1:1 meetings via lattice. We fostered professional growth, strategic approaches, and skill development. My team members began specializing in different areas across the CS team.

True QC

Sr. Customer Success Manager, Support Analyst

Remote

August 2019 – August 2021

- Managed and reported overall ARR & GRR metrics, client satisfaction (NPS) & service engagement via support, training & account management. **Reduced customer support ticket volume by 40%** by implementing proactive education, FAQ documentation, and structured onboarding.
- Serve as a key decision-maker & spokesperson for Success Team when collaborating with internal departments & stakeholders.
- Works with the delivery team to ensure all client deliveries align with the delivery schedule.
- Take new clients through the onboarding and implementation process end-to-end. (Explain how the tool works and create a process that fits the client's needs.
- **Consistently hit quarterly KPI growth targets averaging \$10,000 in upgrades per quarter. (about 4 premium subscriptions upgrades) and seeing a 15% increase YoY ARR.**

- Managed & owned a mixed **customer portfolio consisting of enterprise, mid-market, SMB, and tech-touch accounts valued at \$2M+**
- Used enhanced forecasting by aligning cross-functional strategies with the Sales & Marketing teams. **Through strategic customer engagement, retention & growth improved by 35% in 2018. Individually, I posted an 81% renewal rate on 250+ accounts surpassing my individual KPI goal of 60%.**
- Drove customer satisfaction and portal performance by providing onboarding, training, and tailored reporting setup.
- Negotiated and managed contract renewals, achieving high retention rates while identifying and developing new revenue opportunities.
- Collaborated with cross-functional teams to align strategies, ensuring adequate resourcing and seamless execution of objectives.
- Delivered monthly webinars for the U.S. and Canadian client base, driving product education and engagement.
- Leveraged CRM tools to manage accounts, track customer health, and forecast growth opportunities.
- Contributed to the strategic direction of the CSM department, executing initiatives to achieve retention and growth targets.
- I identified upsell opportunities within my portfolio, leading to a significant **8% increase in add-on revenue.**

City of Atlanta

Atlanta, GA

Project Manager I - Community Partnerships Manager

August 2015 – October 2017

- Supported strategy & pipeline management.
 - Managed relationships across all aspects of the donor lifecycle (i.e. identification, qualification, engagement, solicitation, and stewardship) with a portfolio of prospective and existing donors.
 - Ensured adequate volume, and stage movement, and achieved interim benchmarks to manage the donor pipeline effectively
- Provided negotiation and management support of partnership agreements, ensuring mutual benefit and sustainability for all parties involved.
- Tracked and reported on partnership deliverables in a timely and professional manner.
- Planned and developed strategic plans for increasing DPR resources for both parks and recreation facilities and amenities.
- Supported stakeholder communication and collaboration, including advisory council members, community partners, government agencies, donors, and volunteers.
- Developed partnerships with other jurisdictions, state and federal regulators, and internal business partners.

Eaton Lighting Division

Peachtree City, GA

Project Coordinator – Channel Marketing/Social Media

August 2012 – August 2015

- 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 to boost team production, communication, and organization efficiently
- 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 coordinated 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.

EDUCATION

Georgia State University

Atlanta, GA

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

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

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](#)

Skills:

- ❖ **Customer Success:** Customer Relationship Management (CRM), Onboarding & Training, Cross-functional Collaboration, Customer Retention & Renewal, Process Improvement and Implementation, Stakeholder Engagement, EBRs
- ❖ **Web Analytics & Software:** Google Analytics 4 (GA4), QuickBooks, SAP, SaaS, Adobe Campaign, Microsoft Office, Photoshop, Excel, Yardi, Mixpanel, Amplitude
- ❖ **Economic Concepts:** Data Analysis, Accounting, Investments
- ❖ **Marketing Concepts:** Market Research, Pricing, Digital Marketing, Social Media
- ❖ **Communication/Writing:** Public Speaking, Presentation, Professional Reports, Data Visualization
- ❖ **Project Management:** Jira, Monday.com, Asana