

Client Success Manager Client Success Manager Client Success Manager - BrightTALK Brooklyn, NY Work Experience Client Success Manager BrightTALK - New York, NY April 2018 to Present

Manage a diverse account mix of 70+ clients with ~2.5 mm annual revenue. Projected to achieve over 100% targeted retention goal in 2019. Responsible for client onboarding, training, program success and renewals for BrightTALK's B2B marketing platform and studios business. Create and present QBRs leveraging business intelligence tools to deliver platform data and strategic recommendations focused on subscriber growth, video marketing strategy, and lead scoring. Internal client advocate within product working groups to align updates with external feedback and needs.

Business Analyst Viacom Inc February 2016 to July 2017 Implemented and managed a suite of products including a digital asset management system to improve marketing and operational effectiveness. Led data migration efforts from legacy systems to new products. Standardized metadata and form submissions to allow for seamless integration with existing systems. Trained and supported a 270+ member marketing department through product adoption and beyond.

Viacom Inc - New York, NY October 2014 to July 2017 IT Project Coordinator Viacom Inc August 2015 to February 2016 Developed reporting methodology to track all resources allocated to application development across entire Viacom engineering portfolio. Reports leveraged by SVP of engineering for overall financial insights and agile optimization. Managed Jira boards for struggling product teams to mitigate blockers and streamline development. Created and mapped system implementation workflows for Viacom's global content management system. Key liaison between vendors and product stakeholders. Created and delivered evaluation reports and surveys.

IT Support Technician Viacom Inc October 2014 to August 2015 Served as lead trainer, mentoring incoming team members to effectively diagnose and resolve user issues. Provided effective software & hardware troubleshooting to users in a fast paced environment (105+ calls / day). Analyzed team performance analytics to identify and remedy gaps in service and process.

Marketing Coordinator - Tobacco Control Vermont Department of Health - Burlington, VT December 2013 to May 2014 (contracted position) Curated targeted tobacco cessation campaigns through paid social posts, contests, and live events. Leveraged web analytics, Nielsen ratings, and calls to our "quit

line" to analyze performance and improve engagement. Presented communication guidelines and campaign initiatives to community partners for amplified messaging. Production Assistant (contracted position) A & E Networks - New York, NY June 2013 to September 2013 Co-wrote and edited promotional spots for the History Channel series Mountain Men. Responsible for submitting and tracking rough cuts through creative and business review process. Education Bachelor of Arts in Communications in Communications University at Albany, State University of New York Albany - New York, NY May 2013

Name: Charles Hawkins

Email: leachrandy@example.com

Phone: 829.206.4096x8141