Xavier Teo

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LinkedIn | Portfolio | GitHub

SUMMARY

As a full-stack web developer, I possess a diverse professional background encompassing customer success, account management, and sales across the tech, marketing, and media industries. Graduating from the UC Berkeley Full Stack Coding Boot Camp in May 2023 with a final course score of 100%, I have acquired a solid foundation in web development, including in the MERN stack. Throughout my extensive career in sales and customer success, I have finely tuned my skills in effective communication, collaboration, and problem-solving. Moreover, I have demonstrated proficiency in designing and implementing comprehensive onboarding programs for enterprise customers, incorporating gamification principles to optimize user engagement within their communities. By combining my skills and knowledge, I am motivated to create captivating web applications that deliver exceptional user experiences.

TECHNICAL SKILLS

HTML5, CSS3, JavaScript ES6+, SQL, NoSQL, GitHub, MongoDB, MySQL, Express, Node, React, Handlebars, jQuery, Bootstrap

WEB DEVELOPMENT PROJECTS

- **Fantastic Beasts and How to Buy Them (GitHub | Deployed Site)**
  Summary: E-commerce platform using the MERN stack, offering a unique experience for users to discover and purchase mythical creatures. Leveraging the power of MongoDB, Express.js, React.js, and Node.js, the platform provides a seamless and responsive interface for browsing and acquiring these extraordinary beings.
  Role: Conceptualizer, Doc Author, Connection/Seed Mgr, Model Implementer, Searchbar Dev, Promo Code Integrator
  Tools: React.js, Node.js, Express.js, MongoDB, GraphQL, JWT, Material UI, Heroku

- **Spiral Travel (GitHub | Deployed Site)**
  Summary: Application that allows travelers to easily share their experiences and discover the adventures of fellow explorers. With a user-friendly interface, users can easily create and share their travel stories, including photos, recommendations, and insights.
  Role: Project Conceptualizer, Documentation Author, Route Designer, View Creator, Model Implementer, Seed Manager
  Tools: Node.js, JavaScript, Express, MySQL, Sequelize, Bcrypt, Pexels API, Heroku

- **Booze Hound (GitHub | Deployed Site)**
  Summary: Application that utilizes the power of Open Brewery DB and Leaflet APIs to provide users with a seamless and comprehensive way to discover bars in their desired city.
  Role: Documentation Author, Open Brewery DB Integration, Search Bar Implementation, CSS Styling
  Tools: JavaScript, Open Brewery DB, Leaflet, Materialize CSS

PROFESSIONAL EXPERIENCE

Smartly.io
Senior Customer Success Manager – Jan '22 to Sep '22

- Led customer onboarding process, collaborating with cross-functional teams to establish timelines, facilitate product setup, and drive successful launches.
- Analyzed client ads and proposed innovative features for tagging, optimizing ad performance and driving results.
- Engaged in problem-solving, providing consultative advice and integrating client feedback into product discussions.

Coohom
Director of Customer Success – Jan '20 to Dec '21

- Led and established customer success initiatives in the United States and Customer Success Program, collaborating with cross-functional teams to comprehensively address customer challenges and deliver exceptional value.
- Developed the Customer Engagement Playbook, ensuring consistent processes and workflows throughout the customer journey, while mentoring Customer Success Consultants in renewal strategies and account scenario planning to strengthen the customer-centric approach.
- Provided oversight for post-sales account management, focusing on renewals and account expansion for Key Strategic Accounts.

Welkin Health
<u>Senior Customer Success Manager</u> – Mar '19 to Sep '19 (Affected in company-wide layoffs)

- Led enterprise account management at Welkin Health, overseeing prominent organizations including Nevro, Axonics Modulation Technologies, Ascensia Diabetes Care, and Fern Health.
- Successfully executed a renewal strategy for Nevro, the company's largest and most business-critical customer, resulting in a contract renewal worth $900,000+.
- Collaborated with customers and internal stakeholders across Product, Engineering, and Technical Support teams.

Self-Employed
<u>Freelance Strategy Consultant</u> – Jan '17 to Feb '19

- **Chinese Culture Center of San Francisco**: Developed a comprehensive donor growth and member engagement strategy for the organization in 2019, utilizing both digital and physical touchpoints.
- **Torcche**: Created and implemented a user acquisition and engagement strategy for a mobile location-based social platform, incorporating gamification marketing and pursuing strategic partnerships for platform expansion.
- **Simply Compete**: Successfully generated leads and validated new sales opportunities in untapped markets and territories, resulting in a remarkable 2x revenue growth from October 2017 to October 2018.
- **TIX Group**: Successfully expanded market presence from ANZ to APAC in 2017. Managed relationships with esteemed enterprise partners, including Citibank, Standard Chartered Bank, KPMG, and Ernst & Young.

Jingo & Friends
<u>Co-Founder</u> – Apr '16 to Mar '18

- Developed and executed business growth strategies, online marketing plans, and integrated gamification elements into multi-platform promotion programs.
- Managed media creation team, developing proprietary video and written content.
- Conducted research, identified, and forged partnerships with consumer retail brands, including Skechers.

Lithium Technologies
<u>Strategy Consultant, APAC</u> – Apr '14 to Mar '16

- Delivered comprehensive onsite and remote onboarding training workshops for new program launches in APAC, providing guidance on how to build their communities with a bespoke strategy that uses engaging gamification techniques, to ensure effective adoption and success for our key enterprise customers.
- Implemented a highly successful regional customer success program, resulting in a 2x increase in ARR growth for the APAC team and consistently achieving high CSAT scores.
- Managed a diverse portfolio of enterprise customers in the APAC region, such as StarHub, Indosat, AmBank, and Ford Motor Company, providing tailored solutions and driving customer satisfaction.

FutureBrand
<u>Senior Commercial Manager</u> – Sep '13 to Mar '14

- Exceeded revenue targets and achieved 120% of quota in Q4 2013 by leading and managing a regional commercial team, delivering end-to-end branding solutions with an average spend of $1M USD per client.
- Played a key role in the bid proposal process, including conducting client scoping sessions, coordinating resources, gathering critical information, and preparing final bid documentation.

EDUCATION

UC Berkeley Extension
Certificate, Full Stack Coding Boot Camp (Nov '22 to May '23)

University of California, Berkeley
Bachelor of Arts in Mass Communications