
SUMMARY

I am a customer-centric professional with extensive business experience and a newly acquired full stack development skillset from UC Berkeley's Full Stack Coding Boot Camp, graduating in May 2023. Proficient in web development, including HTML, CSS, JavaScript, and back-end technologies like MySQL and Node.js, I have successfully built client-side applications, optimized performance, and transformed traditional applications into progressive web apps using React and the MERN stack.

In addition to my technical proficiency, I have a proven track record in managing enterprise-level books of business, driving renewals, and expanding accounts. Complemented by my strong soft skills in effective communication, collaboration, and problem-solving, these abilities have been honed through fostering relationships with key stakeholders at Fortune 500 companies. Combining my expertise in customer success with my emerging full-stack developer skills, I am uniquely positioned to deliver exceptional results and drive positive outcomes for organizations.

PROFESSIONAL EXPERIENCE

Smartly.io

Senior Customer Success Manager – Jan '22 to Sep '22

- Prioritized delivering an exceptional customer experience and maximizing value in social advertising as the primary point of contact.
- 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 best practices, consultative advice, and integrating client feedback into product discussions through active collaboration with Sales, Marketing, Technical Solutions, Services, Product, and Engineering teams.

Coohom

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

- Led and established customer success initiatives in the United States and International 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, achieving an outstanding renewal rate and successful partnerships with notable clients such as Ashley Furniture, UMA Home Décor, Furniture of America, The RoomPlace, Friant, and eDesign Tribe.

Welkin Health

Senior Customer Success Manager – 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+.
- Developed tailored success plans, addressing critical success factors, metrics, and challenges for each customer.
- Acted as a liaison between customers and internal stakeholders, collaborating with Product, Engineering, and Technical Support teams.

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Self-Employed

Freelance Strategy Consultant – 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.
- **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:** Created and executed successful market entry and expansion from ANZ to APAC in 2017. Managed relationships with esteemed enterprise partners, including Citibank, Standard Chartered Bank, KPMG, and Ernst & Young, while overseeing customer and partnership acquisition.

Jingo & Friends

Co-Founder and Chief Growth Officer – Apr '16 to Mar '18

- Developed and executed business growth strategies, online marketing plans, and 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

Customer Success & Strategy Consultant, APAC – Apr '14 to Mar '16

- Implemented a highly successful regional customer success program, resulting in a 2x increase in ARR growth for the APAC team.
- Oversaw and managed a diverse portfolio of enterprise customers in the APAC region, including StarHub (Singapore), Indosat (Indonesia), AmBank (Malaysia), and Ford Motor Company (Australia).
- Designed and delivered comprehensive onsite and remote training programs for new program launches in APAC, including DTAC (Thailand), AMP Capital (Australia), Commonwealth Bank (Australia), and Bank of New Zealand (New Zealand).

FutureBrand

Senior Commercial Manager – Sep '13 to Mar '14

- Led and managed a regional commercial team in identifying and capturing new business opportunities throughout APAC, exceeding revenue targets and achieving 120% of quota in Q4 2013 (average spend for end-to-end branding solutions was \$1 million USD).
- Played a key role in the bid proposal process, including conducting client scoping sessions, coordinating resources, gathering critical information, and preparing final bid documentation.

MediaCo Marketing

Regional Account & Business Development Manager – Oct '11 to Sep '13

- Oversaw and managed all APAC accounts, while leading the sales team in generating new business opportunities with notable companies such as Servcorp, Michael Page International (Singapore, Taiwan, Hong Kong, and China), and Euler Hermes, a subsidiary of Allianz SE.
- Developed and executed concept-to-execution strategies to penetrate greenfield markets, resulting in a doubling of the client base within a year and achieving 210% of quota in 2012.

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