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## SUMMARY

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I am a full-stack web developer with a diverse professional background in customer success, account management, and sales across the tech, marketing, and media industries. I graduated from the UC Berkeley Full Stack Coding Boot Camp in May 2023. Through my experience in sales and customer success, I have developed strong communication, collaboration, and problem-solving skills. I am also an accredited expert in gamification principles and have designed effective onboarding programs for enterprise customers to improve user engagement. Leveraging my skills and expertise, I create captivating web applications that provide enjoyable user experiences.

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## TECHNICAL SKILLS

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

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## WEB DEVELOPMENT PROJECTS

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- **Fantastic Beasts and How to Buy Them** (Deployed Site | [GitHub](#))  
Summary: E-commerce platform that helps users find and purchase mythical creatures.  
Role: Project Lead  
Tools: React.js, Node.js, Express.js, MongoDB, GraphQL, JWT, Material UI, Heroku
- **Spiral Travel** (Deployed Site | [GitHub](#))  
Summary: Application that allows travelers to share their experiences and explore those of others.  
Role: Project Lead  
Tools: Node.js, JavaScript, Express, MySQL, Sequelize, Bcrypt, Pexels API, Heroku
- **Booze Hound** (Deployed Site | [GitHub](#))  
Summary: Application that uses Open Brewery DB and Leaflet APIs for users to search bars in a specific city.  
Role: Project Lead  
Tools: JavaScript, Open Brewery DB, Leaflet, Materialize CSS

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## PROFESSIONAL EXPERIENCE

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### **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 through active collaboration with cross-functional 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.

### **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.

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**LinkedIn | Portfolio | GitHub**

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- Successfully executed a renewal strategy for Nevro, the company's largest and most business-critical customer, resulting in a contract renewal worth \$900,000+.
- Acted as a liaison between customers and internal stakeholders, collaborating with Product, Engineering, and Technical Support teams.

### **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:** 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**

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**

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.
- Managed a diverse portfolio of enterprise customers in the APAC region, including StarHub, Indosat, AmBank, and Ford Motor Company.
- Delivered comprehensive onsite and remote training programs for new program launches in APAC, including DTAC, AMP Capital, Commonwealth Bank, and Bank of New Zealand.

### **FutureBrand**

Senior Commercial Manager – Sep '13 to Mar '14

- Led and managed regional commercial team, exceeding revenue targets and achieving 120% of quota in Q4 2013 (average spend \$1M USD for end-to-end branding solutions).
- 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 APAC accounts while leading the sales team in generating new business opportunities with notable companies including Servcorp, Michael Page International, 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**

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### **UC Berkeley Extension**

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

### **University of California, Berkeley**

Bachelor of Arts in Mass Communications