




Alex (AJ) Marcinek II

Cross-functional leader with diverse customer-facing, technical, and business experience.

 [GitHub Profile](#)

 [LinkedIn Profile](#)

 [Personal Website](#)

Work Experience

- 2024 - Current
- Technical Customer Success Manager - Unlayer
- Manage enterprise accounts with ~\$1M ARR.
 - Resolve cloud and on-prem JS, React, Angular, Vue, and AWS technical issues.
 - Established enterprise SaaS renewal processes.
 - Navigate internally between product, engineering, and customer success.
 - Lead implementation process with new enterprise customers.
- 2022 - 2024
- Software Engineer - Freelance
- Design, develop, and deploy full stack web apps.
 - Specialized in React development.
 - Certified professional frontend developer.
- 2021 - 2024
- Senior Experience & Account Manager, Marketing Associate - GOBY
- Manage book of 100+ B2B accounts.
 - Optimize D2C paid marketing channels.
 - Manage D2C customer support and community management.
 - Design and analyze Customer Experience OKR frameworks.
- 2018 - 2021
- Co-founder & CEO - CropShop Inc
- Led UI / UX, sales, marketing, finance.
 - Executed 20% YoY revenue growth.
 - Held 90% retention rate with 60+ B2B accounts.
 - Raised over \$100k in capital from Angel Investors.
 - Graduated YCombinator Startup School 2019.

Education

- 2022
- Certified Professional Frontend Developer from Meta.
- 2019
- B.S. in Environmental Science from Endicott College.

Skills

Technical

- JavaScript
- HTML
- CSS
- React
- Angular
- Express.js
- Node.js
- GCP
- Heroku
- Vercel
- GitHub
- REST
- MongoDB
- AWS
- Figma
- Sketch
- Vue

Customer Success

- ZenDesk
- Salesforce
- SalesLoft
- Intercom
- Vitally

Growth / Marketing

- Google Ads
- Meta Ads
- Impact
- Affiliate Marketing
- Google Analytics
- Klaviyo

Accomplishments

- 2018
- 1st place winner of Endicott College’s pitch competition.
- 2014
- Captain of Michigan Warriors Junior A Hockey Team.
- 2012
- Captain of Detroit Compuware U-18 AAA Hockey Team.
- 2011
- MI U-16 AAA Hockey State Champion.