



Alex (AJ) Marcinek II

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



[GitHub](#)



[LinkedIn](#)



[Website](#)

Work Experience

- 2024 - Current

Technical Customer Success Manager - Unlayer

 - Manage 20+ Enterprise accounts.
 - Resolve cloud and on-prem JS, React, Angular, Vue, and AWS technical issues.
 - Developed all Enterprise SaaS renewal processes.
 - Navigate internally between product, engineering, sales, and customer success teams.
 - Lead technical implementation 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+ SMB 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, account management, and finance.
 - Executed 20% YoY revenue growth.
 - Held 90% retention rate with 60+ B2B accounts.
 - Performed on-site product demos and POC's.
 - Coordinated and structured seed funding investments.

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

Customer-Facing

- ZenDesk
- Salesforce
- SalesLoft
- Intercom
- Vitally
- SaaS Sales
- Account Management
 - Enterprise
 - MM
 - SMB
- Product Demos
- Troubleshooting
- B2B Negotiations

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.