



# Alex (AJ) Marcinek II

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



## Work Experience

Aug 2025 - Current

Senior Customer Engineer at SafetyCulture

- Technical resource for enterprise customers, pre- and post-sale leveraging SafetyCulture API's, CLI package, and Webhooks.
- Develop scripts to perform API actions on behalf of Enterprise customers.
- Develop Workato automations on behalf of Enterprise customers to automate manual workflows within the SafetyCulture app.
- Design technical documentation for all Enterprise customer's technical solutions.

Apr 2024 - Aug 2025

Technical CSM, Enterprise at Unlayer (YC W22)

- Manage ~40 Enterprise accounts, primarily supporting software engineers.
- Resolve JavaScript, React, Angular, Vue, AWS, and HTML / CSS technical issues.
- Designed and implemented new Enterprise renewal processes from scratch.
- Lead cloud and on-prem implementation with new Enterprise accounts.
- Navigate internally between Product, Engineering, Sales, and Customer Success teams.

Oct 2022 - Apr 2024

Freelance Full-stack Developer

- Developed full-stack applications using React, Node.js, and PostgreSQL (and more).
- Designed solutions using modern databases like MongoDB, Supabase, and Firebase, and deployed applications with Vercel, Firebase, Fly.io, Heroku, and AWS.
- Leveraged Git and GitHub for CI/CD pipelines and iterative development practices.

Jan 2021 - Apr 2024

Senior Experience Manager, Marketing Associate at GOBY

- Managed ~100 SMB and MM accounts.
- Optimized D2C paid marketing channels, and created marketing assets.
- Managed D2C Customer Support and Community Management.
- Designed and analyzed Customer Experience OKR frameworks.

Apr 2018 - Jan 2021

Co-founder & CEO at CropShop Inc

- Led UI / UX, Sales, and Customer Success.
- Executed 20% YoY revenue growth.
- Held 90% retention rate with 60+ B2B accounts.
- Performed on-site product demos and POC's.
- Led 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
- React
- TypeScript
- Angular
- Vue
- Express
- Node.js
- Firebase
- Heroku
- Vercel
- GitHub
- REST
- MongoDB
- AWS
- Figma
- Fly.io
- Tailwind
- Bootstrap
- HTML
- CSS
- Supabase
- SQL
- Workato

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 startup 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.