



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 (YC W22)

  - 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 - Part Time

  - 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.