




Alex (AJ) Marcinek II

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

 [GitHub Profile](#)

 [LinkedIn Profile](#)

 [Personal Website](#)

Work Experience

March 2024 - Current

2022 - 2024

2021 - 2023

2018 - 2021

Technical Customer Success Manager - Unlayer (YC W22)

- Manage enterprise accounts with ~\$1M ARR.
- Resolve enterprise accounts JS, React, Angular, Vue, and AWS technical issues.
- Established enterprise SaaS renewal processes.
- Navigate internally between product, engineering, and customer success.

Software Engineer - Freelance

- Design, develop, and deploy full stack web apps.
- Specialized in React development.
- Certified professional frontend developer.

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.

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

2019

Certified Professional Frontend Developer from Meta.

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 Success

- ZenDesk
- Salesforce
- SalesLoft
- Intercom
- Vitally

Growth / Marketing

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

Accomplishments

2018

2014

2012

2011

1st place winner of Endicott College’s pitch competition.

Captain of Michigan Warriors Junior A Hockey Team.

Captain of Detroit Compuware U-18 AAA Hockey Team.

MI U-16 AAA Hockey State Champion.