



Alex (AJ) Marcinek II

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

[GitHub](#)

[LinkedIn](#)

[Website](#)

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
- Vitaly
- 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.