




# 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

- 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.