



# Alex (AJ) Marcinek II

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

 [GitHub](#)

 [LinkedIn](#)

 [Website](#)

## Work Experience

2024 - Current

Technical CSM, Enterprise - Unlayer

- Manage ~40 Enterprise accounts, working primarily with 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.

2022 - 2024

Full-stack Developer - Freelance

- 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.

2021 - 2024

Senior Experience & Account Manager, Marketing Associate - GOBY

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

2018 - 2021

Co-founder & CEO - 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

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.