

Ariadne Paredes, MBA

Senior Customer Success Manager

Senior Customer Success Leader focused on elevating customer experiences through innovative solutions that drive success. With a passion for exceeding client needs, I specialize in building trust and fostering long-term loyalty. I thrive on staying ahead of industry trends and transforming challenges into opportunities for growth. My goal is to apply my expertise in new tech-driven environments to continue delivering exceptional results.

PROFESSIONAL EXPERIENCE

Senior Customer Success Manager, *Ellevation* | 2024 – Present

- Manage a portfolio of enterprise-level strategic accounts of over \$2 million in annual revenue.
- Develop strategic action plans to boost value realization and drive expansions, exceeding retention targets by over 25%.
- Lead cross-functional collaboration projects with Data Engineering, Marketing, and Sales through proactive discovery and data analysis to ensure successful end-to-end completion.
- Build strategic roadmaps focused on customer objectives to drive success, achieving 100% CSAT.
- Oversee new technology products launches, defining success metrics, and developing documentation and action plans that drive usage.
- Peer coach and mentor new incoming Customer Success Managers.

Customer Success Manager, *Ellevation* | 2021 – 2024

- Outperformed company's annual renewal and expansion targets with over 114% net retention.
- Drove business growth by building strategic customer relationships, achieving a 70 NPS score.
- Developed subject matter expertise in complex regulatory landscapes and platform configurations across key states, driving deep understanding of organizational structures.
- Managed data onboarding, implementation, quarterly business reviews, and playbook development to drive usage, engagement, and scalability.
- Spearhead strategic initiatives to mitigate risk and enhance retention of at-risk accounts.

Training Solutions Manager, *Ellevation* | 2017 – 2021

- Maintained a consistent post-training satisfaction average of over 98%.
- Analyzed training data to address customer needs, maintain engagement, and refine services.
- Collaborated with key stakeholders to optimize training effectiveness and drive product adoption.

Programs Specialist, *Houston ISD* | 2016 – 2017

- Designed and implemented specialized enablement, auditing, and coaching plans district-wide.
- Analyzed data to develop informed campus action plans for the advancement of staff, quality instruction, and compliance of over 30 schools at the largest school district in Texas - Houston ISD.
- Presented at region, state, and national conferences, such as Title III Symposium, ALAS, TexTESOL.

SKILLS

Account Management | Analytics & Reporting | Revenue Growth | Strategic Planning | Project Management | Relationship Building | CS Enablement | Training | Salesforce | Jira | Zendesk | Sharefile | WinSCP | Slack | Gainsight | ChurnZero | SQL | Zoom | TEAMS | GSuite | MS Office | OKTA | Workday | Concur

EDUCATION

Master's in Business Administration - Louisiana State University at Shreveport

B.A. in International Political Economy - The University of Texas at Dallas

CERTIFICATIONS

Google Data Analytics Certificate 

Applied tools and platforms including spreadsheets, SQL, Tableau, and R to prepare, process, analyze, and share data for thoughtful action.

HubSpot Inbound Certificate 

Implemented a customer-centered inbound strategy for business growth and trust, developing a flywheel model that attracts, engages and delights prospects and customers.

CompTIA CTT+ (Certified Technical Trainer) 

Prepared, presented, facilitated and evaluated a diverse range of engaging training sessions.

LANGUAGES

Spanish (Fluent), French (Int.)