

# Ariadne Paredes, MBA

CUSTOMER SUCCESS | GROWTH STRATEGIST | INNOVATION LEADER

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## Areas of Expertise

- |                      |                         |                   |                      |
|----------------------|-------------------------|-------------------|----------------------|
| ✓ Account Management | ✓ Analytics & Reporting | ✓ Revenue Growth  | ✓ Strategic Planning |
| ✓ Project Management | ✓ Relationship Building | ✓ Problem Solving | ✓ CS Enablement      |

## Professional Experience

### Senior Partner Success Manager, Ellevation | 2024 – Present

*Promoted to spearhead strategic initiatives aimed at mitigating risk and enhancing retention of enterprise at-risk accounts.*

- Successfully manage a portfolio of enterprise-level strategic accounts of over \$2 million in annual revenue.
- Outperformed our team's average churn scores by over 25% by developing strategic action plans and using analytical insights to boost value realization and drive expansions.
- Achieved 100% CSAT rating by understanding partners' objectives and developing strategic roadmaps that drive success.
- Lead cross-functional collaboration projects that leverage proactive in-depth discovery, research, and data analysis across Data Engineering, Marketing, and Sales teams.
- Spearhead the launch of new technology products in strategic accounts, defining success metrics, and developing comprehensive documentation and change management plans that enhance user adoption.
- Peer coach and mentor new incoming Partner Success Managers.

### Partner Success Manager, Ellevation | 2021 – 2024

*Joined the Success team to support the design & implementation of scalable portfolio onboarding, management & support systems.*

- Outperformed company's annual renewal and expansion targets with over 114% net retention.
- Achieved over 70 NPS score, showcasing exceptional ability in fostering client relationships to promote business growth.
- Served as a subject matter expert in key states that represent the greatest technical challenges in regulation compliance and platform configuration, enhancing understanding of our partners' needs and organizational structures.
- Managed data onboarding, implementation, annual business reviews, webinars, and playbook development to drive adoption, engagement, and capacity.

### Training Solutions Manager, Ellevation | 2017 – 2021

*Recruited by the top EL compliance & instruction EdTech company to develop & facilitate nationwide professional development.*

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

### Programs Specialist, Houston ISD | 2016 – 2017

*Joined the Multilingual Department to design and implement 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.
- Lead Presenter at regional, state, and national conferences such as Title III Symposium, ALAS, TexTESOL, etc.

## Technical Proficiencies

Salesforce | Jira | Zendesk | Sharefile | WinSCP | Slack | ChurnZero | 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:** CompTIA CTT+ (Certified Technical Trainer); Google Data Analytics Certification, HubSpot Inbound Certification

**Languages:** Spanish (Fluent), French (Int.)