

# BROOKS BAILEY

Customer Success & Account Management Specialist | Retention, Renewals and Upsells | Support | Customer Advocacy

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## PROFESSIONAL SUMMARY

Passionate and outcome-focused Customer Success professional with over five total years of SaaS experience in customer retention and expansion, customer advocacy, sales and business development, user adoption, and cross-functional coordination to align objectives, customer feedback, product improvements, and internal priorities. Proven track record of building deep relationships with many customers to achieve their goals and drive internal business growth. **Dedicated to driving strategic solutions as a trusted customer advisor to ensure positive business outcomes.**

## CORE COMPETENCIES

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|---|---|--|
| • Customer Onboarding & Training            | • Client Retention Strategies           | • Account Expansion & Upselling          |
| • Stakeholder Relationship Building         | • CRM Systems (Salesforce, HubSpot)     | • Data Analysis & Metrics Interpretation |
| • De-Escalation & Problem Resolution        | • Customer Health Monitoring            | • Product Training Design                |
| • Process Improvement Initiatives           | • Multi-Tasking & Time Management       | • ROI-Driven Engagement Strategies       |
| • Presentation & Facilitation Skills        | • Collaborative Product Roadmapping     | • Churn & Risk Mitigation                |
| • Troubleshooting and QAing                 | • Digital-First Communication Methods   | • Curiosity and Critical Thinking        |
| • Feedback Analysis for Product Development | • Renewal & Upsell Management           | • Empathetic Communication               |
| • Technical & Business Concept Articulation | • Proficiency in SaaS Product Knowledge | • Open-Minded Team Player Attitude       |

## PROFESSIONAL EXPERIENCE

**Senior Customer Success Manager** | Ladriss Technologies | Remote, Austin, TX | Aug 2023 – Present

- Managing a \$1.2 million ARR with 37 high-touch customer accounts through strategic account plans.
- Personally developed onboarding program, achieving 80% adoption within 30 days across all accounts.
- Maintaining 125% NRR through customer expansions with additional subscriptions to product offerings.
- Increasing predecessor's rate of retention by 70% with great customer relationships and strategic solutions.
- Trusted advisor to stakeholders using complex AI/ML risk detection and modeling for critical infrastructure.

**Sales Development Representative** | AlertMedia | Austin, TX | Mar 2022 – Jun 2023

- Top-five mid-market SDR with \$2.7 million pipeline generation through strategic prospecting.
- Partnered with account management teams to transition leads, ensuring seamless onboarding.
- Improved team productivity by 15% through voluntarily offering new-hire mentoring.
- Enhanced prospecting strategies, increasing Account Executive partner's close-won rate by 25%.
- Built strong relationships with executive-level stakeholders, fostering long-term partnerships.

**Inside Sales Representative** | Olly Olly | Austin, Tx | Sep 2020 – Feb 2022

- Out-performed two quarterly quota tiers, earning two promotions
- Exceeded monthly quotas, consistently ranked in the top 1% of sales representatives.
- Created internal training videos that reduced onboarding time for new hires by 25%.
- Conducted data-driven market analyses to inform strategic decisions, driving revenue growth.

## EDUCATION

Bachelor of Science in Geography | Texas State University | San Marcos, TX | May 2019  
Graduated Summa Cum Laude (GPA: 3.87) with a Location Analysis Certificate.

Member of the university's Honors College and recognized on the Dean's List every semester.

## ADDITIONAL QUALIFICATIONS

- Skilled in fostering strong client relationships to drive satisfaction and retention.
- Proficient in CRMs (Salesforce, HubSpot), GSuite, JIRA, ChatGPT, and Figma.
- Experienced in de-escalation and problem resolution to mitigate churn risks.
- Strong communication and presentation skills for delivering impactful product training.
- Adept at analyzing customer metrics to inform strategies and ensure successful outcomes.