

# Karen Vanegas

+1 646 660 0518 • Brooklyn, NY 11231 • vanegas.karenv@gmail.com • <https://www.linkedin.com/in/karenvvanegas/>

## Summary of Qualifications

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A versatile customer success and engagement manager with 10+ years of experience in relationship building, project management, and digital marketing. As a founding member of Fairchain's customer success team, collaborated with co-founders to design and manage a team around an end-to-end customer onboarding and outreach strategy that yielded a 68% activation rate during the first three months post-launch.

## Relevant Experience

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Fairchain – New York, NY

9/2021 – 1/2024

**Director of Customer Success** (9/2022 – 1/2024)

**Relationship Manager** (9/2021 – 8/2022)

Owned and managed customer relationships from sales handoff through account creation and adoption.

- Designed and developed a resource hub on Notion with video tutorials that contributed to a 10% increase in platform utilization by existing users.
- Spearheaded implementation of Intercom messenger to provide in real-time customer support.
- Built a quarterly product update email campaign that maintained an average open rate of 62%; managed social channels and website inboards and conversion processes from organic traffic
- Partnered with Director of Product to prioritize and implement user requests that drove a 15% increase in self-service for new users

Artspace – New York, NY

12/2013 – 3/2021

**Director of Operations** (2/2017 – 3/2021)

**Manager, Partner Relations** (12/2013 – 1/2017)

Led partnership strategy: identified targets, negotiated contracts, and nurtured existing relationships.

- Tracked and reported KPIs across departments and assisted CFO with setting revenue goals.
- Collaborated with global marketing team to develop digital strategy across all channels.
- Managed a team of five, executing content strategy, copywriting, and inventory management.
- Developed and launched an inventory management tool for galleries and artists in partnership with the product team.

Artnet – New York, NY

7/2012 – 11/2013

**Client Services Representative**

- Managed a portfolio of 140 international gallery accounts; provided strategic inventory support, enhancing seller success, and identified sales opportunities for upgrades.
- Contributed weekly article for Art & Exhibitions section of Artnet News.

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**Education:** Bachelor of Arts in Art History, Florida International University, Miami, FL, 2010

**Skills:** Mac, PC, Google Workspace, Microsoft Office (Excel, PowerPoint), Keynote, Salesforce, Magento, QuickBooks, Stripe, DocuSign, Adobe Creative Suite, Sailthru, Iterable, Flodesk, Intercom, Trello, Typeform, Copywriting, Slack, Notion  
**Languages:** Spanish (Native)