

CHRISTINE H. CALLAHAN

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CUSTOMER SUCCESS MANAGER / RELATIONSHIP BUILDER / MARKETING CONSULTANT

Delight the Client | Drive Value Based on Customer Goals | Expand Selling Opportunities

Customer champion, accelerating customer success by nurturing account relationships to grow value based on the client business goals. Apply intuition and resourcefulness to quickly identify clients' business goals, ensuring renewal rates by driving usage and adoption for overall customer satisfaction, as well as, consistent value reviews and technology roadmap sessions. Meet and exceed client desired outcomes by identifying the right resources to address them, and have strong prioritization skills to influence their success. Naturally inquisitive; excel at navigating complex environments to identify and apply appropriate resources and metrics.

Professional proficiencies include:

- Effective relationship building
- Channel Partnerships
- Account Road mapping
- Project Management
- Brand and Market Development
- Outline Critical Success Factors
- Excellent follow through
- Drive New Business growth

PROFESSIONAL EXPERIENCE

SmashFly Technologies, Denver, CO

Customer Success Manager

October 2016 – Present

- Consult with clients on Talent Acquisition marketing best practice, recruit technology adoption and employer brand awareness
- Started the Transform™ Recruitment Marketing Certification program from concept to implementation – our pilot course will serve over 1000 recruitment marketers across the country in August.
- Schedule and run all recurring client activities including software business reviews, client events, demos, business and development planning sessions and daily monitoring of client affairs.
- Working with clients on recruitment marketing initiatives and planning, help to develop clear goals for the business units across the SmashFly products.
- Work with existing client base to renew contract and upsell on new software products and services. Created upsell plan for current customers and increased our end of year reach by 5% in only three weeks.
- Onboard and maintain relationships with new and existing enterprise customers in order to align and identify customer needs to our software product and our Recruitment Marketing services.

TOUCHBASE GLOBAL SERVICES, Denver, CO

Client Engagement Manager

April 2014 – September 2016

- Initiated and run all recurring client activities including quarterly value reviews, client events, surveys, online education sessions, business and development planning sessions and daily monitoring of client affairs.
- Managed and developed 1 million dollars in sales pipeline, with a portfolio of only 15 customers, achieving 104% of target last year.
- Sourced talent for the organization by posting all job requisitions, screening resumes and interviewing top candidates before passing over to executive leadership for final interviews. On boarded all new employees to Touchbase during initial first week.
- Analyzed monthly and quarterly trends within our cloud-based Manage Service tool, addressing IT issues for each client, training needs or support service questions.
- Developed and maintain relationships with new and existing customers in order to align and identify customer needs to Touchbase products or services.
- Assisted in the development of Quotes, Statements of Work, Project Plans and other deliverables, creating an exceptionally high level of quality and customer satisfaction with our clients.

- Worked with service and project team leadership to build on our current portfolio of offerings, assisting in pricing, requirements gathering and scoping for each client objective.
- Managed client escalations and encouraging for issue resolution through a cross-functional team within Touchbase.
- Led all Touchbase certification programs, acquiring proper licensing for the organization by presenting to Cisco leaders on all Touchbase capabilities, as well as, managing engineers activity in order to acquire certain courses and certificates for each program.

Market Development Manager

November 2011 – May 2014

- Built yearly strategic plans as marketing team lead; pushing brand and initiatives through all Cisco channels, partners, clients, prospective clients, industry related associations and technology groups.
- Led social media awareness for Touchbase daily, having grown our followers by over 65% and built our partner ecosystem through Cisco communities and the Marketplace, enhancing our lead generation and social selling techniques.
- Created and implement all marketing initiatives and strategic plans, including automated email campaigns, digital marketing and our overall content strategy for print and web. This included creating and managing our content and activity calendar for all marketing and sales initiatives.
- Implement and negotiate the marketing budget, including quarterly Cisco and Google marketing funds.
- Managed the creation of all branded marketing collateral for Touchbase initiatives, sales presentations and campaigns.
- Sourced talent for the organization by posting all job requisitions, screening resumes and interviewing top candidates before passing over to executive leadership for final interviews.
- Managed staff for the Brand and Market Development teams, including an HTML Designer, Inside Sales Representative and four seasonal interns.

SUFFOLK UNIVERSITY LAW SCHOOL, Boston, MA

November 2009 – August 2011

Event Coordinator, Rappaport Center for Law and Public Service

- Coordinated all event logistics and marketing for student career programs, policy programming, and speaker panels and conferences, bringing in record attendance for the University, including major public figures and politicians.
- Worked with students to educate them on programs and grants to enhance their career goals and degree objectives.

THE ALS ASSOCIATION MASSACHUSETTS CHAPTER, Norwood, MA

January 2009 – July 2009

Event Coordinator

- Secured major media partner for the Walk to Defeat ALS™ valued over \$25,000, including live media coverage, airtime with public service announcements, online marketing and announcements for an ABC affiliate in MA.
- Designed and delivered presentations about ALS and the Association at events to promote ALSA services and programs.

SOUTH CAROLINA MARITIME FOUNDATION, Charleston, SC

August 2006 – December 2008

Event Marketing Manager

- Managed major city-wide events, VIP receptions, and small scale private events that raised over *\$1 million dollars* for the overall operating budget for the *Spirit of South Carolina*. Served as major Events Coordinator for the Charleston Harbor Fest, Spirit Ball Gala, Charleston Race Week, Charleston to Bermuda Race, Tall Ships© Charleston and The Mayor's Luncheon.
- Implemented effective online and print advertising plan based on analysis of industry trends, consumer needs and segmentation while managing on a limited sponsored marketing budget, increasing attendance every year by over 15%.

CERTIFICATIONS

Google Master Marketing Certification, Touchbase

Cisco Professional Marketing Certification, Touchbase

COMPUTER SKILLS

Software: Cisco Webex, Cisco Jabber, GoToMeeting, ScienceLogic, ServiceNow, Managed Engine, Google Drive, Zift, eTrigue and Act-On Marketing Software, SilverStrike (CMS), Salesforce.com, Sage (CRM), Mobile Applications, Adobe Photoshop, Adobe Acrobat, Adobe InDesign, Adobe Illustrator, Microsoft Office Suite, Constant Contact, Convio, LinkedIn, Facebook, Twitter, Instagram, Google + , YouTube.

COMMUNITY INVOLVEMENT

Board Member, Colorado Startup Games Denver, CO

President, College of Charleston Alumni Association Denver, CO

January 2016–July 2017

August 2015 – July 2017

Member, Cisco Global Partner Marketing Council San Jose
Gala Committee Chair, American Cancer Society Denver, CO
Volunteer, Susan G. Komen Race for the Cure Denver, CO

November 2012 – August 2016
December 2015 – January 2017
April 2013 – October 2016

EDUCATION

Bachelor of Arts, Corporate and Organizational Communication, College of Charleston, Charleston, SC