Cassandra Oluebube Nwana

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OBJECTIVE

Results-driven and Experienced B2B SaaS Customer Success Manager with over 6 years of experience across SaaS, financial services, and care industries. Adept at optimizing customer experiences, driving product adoption, reducing churn, and ensuring customer satisfaction and retention. Proven ability to collaborate cross-functionally to drive results, improve customer relationships, and implement strategies that result in scalable growth. A trusted advisor, skilled at collaborating with cross-functional teams to ensure seamless integration, feature development, and scalable growth.

EXPERIENCE

Hive.co
Customer Success Manager – Mid Market   June 2022 – Present
- Managed a portfolio of high-profile event marketing clients, ensuring a smooth onboarding process and successful adoption of the Hive platform.
- Account management worth $20M ARR
- Collaborated with product and engineering teams to deliver tailored solutions that improved customer workflows by 20%, directly contributing to increased customer satisfaction.
- Achieved a 95% retention rate by developing proactive engagement strategies that reduced churn and built long-term customer relationships.
- Trained clients on product updates, resulting in a 30% increase in feature adoption across the platform.
- Facilitated regular business reviews, providing data-driven insights and recommendations, which helped clients optimize campaign performance by an average of 25%.

Care.com   Sep 2020 – June 2022
Customer Success Associate
- Managed relationships with care providers and customers, ensuring high service quality and resolving escalations efficiently.
- Spearheaded a program that improved customer retention by 20% through personalized care matching and regular check-ins.
- Reduced response time for customer inquiries by 35% by optimizing internal processes and creating a comprehensive FAQ for common issues.
- Consistently exceeded customer satisfaction KPIs, contributing to the platform's growth in user engagement.

Twilio (Operstix)
Senior Customer Success Manager   Sep 2019 – June 2020
- Led success initiatives for enterprise B2B clients, ensuring 98% customer retention by offering personalized guidance on Twilio's communication APIs and solutions.
- Strategized with key decision-makers to align Twilio's offerings with client business goals, resulting in a 40% year-over-year increase in API usage and an overall 20% uplift in customer ROI.
- Conducted regular QBRs (Quarterly Business Reviews) and business health checks, leveraging data analytics to drive a 25% improvement in client communications strategy and satisfaction.
- Collaborated with sales, engineering, and product teams to deliver seamless onboarding experiences, driving product adoption and client expansion across multiple service lines.
- Implemented proactive engagement strategies, decreasing churn by 15% across key accounts and increasing customer advocacy through client referrals and case studies.

Fidelity
Customer Relationship Manager, saas platform   Mar 2014 – Aug 2018
- Supported over 30 B2B clients, ensuring seamless usage of financial tools and investment platforms, leading to a 15% increase in customer satisfaction.
- Increased client engagement by 25% through targeted outreach campaigns, promoting adoption of new features and tools.
- Collaborated with financial advisors to tailor success strategies for each client, driving retention and portfolio growth.
- Collaborated with sales, engineering, and product teams to deliver seamless onboarding experiences, driving product adoption and client expansion across multiple service lines.

EDUCATION

NORTHCENTRAL UNIVERSITY   **Dallas, TX**
Masters of Science: Industrial/Organizational Psychology   2024

Midwestern state University
Bachelor of Science: Psychology   2013

SKILLS & CAPABILITIES

- **B2B SaaS Customer Lifecycle Management**
- **Onboarding, Training & Enablement**
- **Cross-Functional Team Collaboration**
- **Data-Driven Insights & Business Reviews**
- **Churn Reduction & Retention Strategies**
- **Product Adoption & Expansion**
- **NPS, CSAT & Customer Health Optimization**
- **API & SaaS Integration Strategy**