

Education

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Carleton University

2017

Bachelor of Arts, Communications and Media Studies

Skills

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**Applications and Tools:** Microsoft Office, G Suite by Google, JIRA, Balsamiq, Visio, Notion, Confluence, Trello, Dubsado, Zoho, Zendesk, Salesforce, HubSpot, Intercom

**Skills and Expertise:** Customer Relationship Management, User Experience Enhancement, Case Management Systems, Customer Onboarding, Empathy and Active Listening, Conflict Resolution, Cross-Functional Collaboration, Customer Feedback Analysis, Customer Advocacy, Customer Engagement Strategies

Experience

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Employer Direct Healthcare

2023- present

Client Success Manager - Partner experience

- Lead and mentor a team of customer success managers, driving consistent performance improvements and customer satisfaction.
- Developed and implemented customer success strategies that increased client retention rates by 20%.
- Collaborated with sales and product teams to enhance service offerings and address client needs, contributing to a 15% increase in upsell opportunities.
- Introduced new onboarding processes, reducing customer onboarding time by 30%.

Samsung

2019-2023

Senior customer success Manager, B2B Mobile Marketing

- Managed a portfolio of key B2B clients, ensuring their success and satisfaction with Samsung mobile products.
- Achieved a 95% customer satisfaction rating and a 10% increase in contract renewals through proactive engagement and support.
- Conducted regular business reviews with clients, identifying opportunities for growth and improvement.
- Collaborated with internal teams to resolve client issues promptly, reducing average resolution time by 25%.

Coco Nyle Skin

2018- 2019

Digital Marketing Specialist

- Delivered exceptional service to clients, addressing their concerns and ensuring product satisfaction
- Designed tailored landing pages, increasing sales by 5.6%.
- Conducted A/B tests to optimize user experience and improve key metrics.
- Increased customer retention by 15% through personalized engagement and follow-up
- Partnered with the marketing team to drive high-intent users to the company website.

TacoPay

2017 - 2018

Associate Product Marketing Manager,

- Supported the product marketing team in developing and executing marketing campaigns.
- Conducted market research and analysis, providing insights that informed product development and marketing strategies.
- Assisted in the creation of marketing materials, contributing to a 20% increase in lead generation.
- Coordinated product launch activities, ensuring successful execution and positive customer reception.

Certifications

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- Product Management Certification - The Skills Garage

2024
- Business Analysis Certification - SkillHat

2022