

PATRICIA DELBAERE



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SUMMARY

I am a Customer Success and Support Specialist with extensive client service and project management experience, with a proven track record of successfully managing SMB & multinational enterprise accounts.

I am passionate about customer support, customer success, client relationship management, client service, advertising, project management, and marketing & stakeholder collaboration.

I have a solid background in process and workflow development and implementation, and I am extremely confident in my dispute settlement and negotiation abilities. I have vast experience in providing clients with marketing solutions, design solutions and supporting SaaS-based solutions.

I have sound organizational skills and possess a creative eye and a strong attention to detail. I manage my time effectively, and continually work to identify and implement strategic process improvements.

I am personable, enthusiastic, passionate, and have a proven ability to build and develop strong relationships with both internal stakeholders and external clients.

I am open to work on-site, remotely or to relocate as required.

EMPLOYMENT HISTORY

Customer Success and Support Specialist - HubSpot

Lanaken, Belgium (Remote)

APRIL 2019 - PRESENT

- Trusted advisor for HubSpot's customers, helping them to maximize the value of their investment in HubSpot's products, while ensuring their overall satisfaction.
- Assisting existing and prospective customers in understanding and effectively using HubSpot's features.
- Resolving technical issues and bugs related to HubSpot's products.
- Contributing to and maintaining a comprehensive knowledge base for customer reference.
- Addressing customer inquiries and complaints promptly and professionally.
- Guiding new HubSpot customers through the onboarding process and ensuring successful adoption of HubSpot's products.
- Building and maintaining strong relationships with assigned customers.
- Identifying opportunities to upsell or cross-sell additional HubSpot products or services.
- Monitoring customer satisfaction and identifying potential churn risks.
- Representing the customer's needs and providing feedback to product and development teams.
- Increasing the ACV, retention & ensuring a target of 50+ NPS is met across the HubSpot customer base.
- Conducting QBRs for HubSpot Enterprise customers, focused on ROI and relationship management.

SKILLS AND ABILITIES

- Customer Support
- Customer success management
- Project management
- Client service & relationship management
- Providing marketing & design solutions
- Stakeholder collaboration & management
- Risk & timeline management
- Supporting SaaS-based solutions
- People management
- Proactive, solution oriented & client focused
- Strong communication skills
- Excellent prioritization and time-management skills
- Performs well as part of a team and autonomously
- Excellent ability at performing under pressure and meeting deadlines
- Skilled in sales & negotiation
- Digital Marketing
- Live Transcription
- Recruitment
- Online Campaign & Automations
- Social Media Marketing & Optimization
- Organic Content Creation
- Calendar & Email Management
- Proficient in Microsoft Office, Google Suite, Basecamp, Help Scout and Salesforce
- Experienced with HubSpot, Active Campaign, Basic WordPress, Slack, Intercom, RingCentral, Zapier, Acuity Scheduling, Buffer, Timedoctor, Loom, Teachable, OPAL BPM
- Experienced with Thryv, Call Loop, Cognito Form, Bitly, Upwork, Indeed, Canva
- Experienced with Roy Morgan Asteroid, Radio Planner, BCC, Trademark, Radio Advisor, TV Map & Nielsen Fusion
- Experienced and educated in all aspects of advertising & marketing
- Deep knowledge and understanding of Australian media

EDUCATION

 **HarvardX - 2020**
Health Effects of Climate Change

 **RMIT UNIVERSITY - 2016**
Master of Communication,
Advertising
Graduated with Distinction

 **SWINBURNE UNIVERSITY - 2012**
Bachelor of Media & Communication
Graduated with Distinction

REFERENCES

Cameron Tait
Team Lead & Senior Customer Success Manager, HubSpot
August 2023 – Present
+61 414 689 953
camerontait.biz@outlook.com

Chris Morse
Account Manager, Jupiter Prestige Group / Coles
May 2016 – April 2019
+61 450 648 025
cmmorse.design@gmail.com

Kendall Moore
Team Manager, Bauer Media
January 2012 – April 2013
+61 415 360 201
kendalldiannemoore@gmail.com

Project Coordinator – Jupiter Prestige Group / Coles

Melbourne, Victoria

MAY 2016 - APRIL 2019

- Project coordinator for JPG, working on the Coles Supermarkets account.
- Coordinating the Coles grocery & liquor packaging artwork approval lifecycle while providing client-service, providing daily artwork status updates & managing critical timelines.
- Managing all key internal & external stakeholder artwork feedback & approvals on Opal BPM (JPG's SaaS CRM for artwork approvals & timeline management.)
- Working closely with JPG's artwork studio, ensuring studio timelines are met and any issues are escalated accordingly.
- Providing support for the JPG account managers.

Communications Coordinator – AKQA Media

Melbourne, Victoria

FEBRUARY 2014 - MAY 2016

- Coordinating & assisting in the multi-platform media planning & buying campaigns across various client accounts such as MYOB, Crazy John's, Australian International Motor Show, Rentokil, Vitality Brands, Yarra Valley Water, Ego Pharmaceuticals and SPC Ardmona.

Corporate Client Consultant – Bauer Media

Melbourne, Victoria

JANUARY 2012 - JANUARY 2014

- Managing corporate client advertising conceptualization & approvals for the various Bauer Media magazines such as Unique Cars magazine, Caravan World magazine, Trade a Boat magazine and several other market leading trade magazines, while working to the weekly magazine deadlines.
- Collaboratively working with the Bauer Media graphic designers & sales representatives.
- Corporate Clients managed include Shannons, Komatsu, Kobelco, Hyundai, Volvo, Jayco & John Deere.