

# MISAKI FUNADA (they/them)

7+ years of experience in CX Ops and Growth in early-stage startups

## CONTACT

- 📞 858-241-6908
- ✉️ mkfn.dn.nb@gmail.com
- 📍 Houston, TX (CST)
- 🌐 growthx-portfolio.vercel.app
- 🌐 linkedin.com/in/misaki-funada/

## CERTIFICATIONS

- Notion Admin
- HubSpot Admin
- Salesforce Admin

## SKILLS

- Customer Health Scoring
- Renewal Forecasting & Tracking
- SOPs & Playbook Development
- Onboarding Process Design
- Capacity Planning
- Team Enablement

## PROFICIENT TOOLS

- HubSpot
- Zapier
- Google Workspace
- Notion
- Figma
- Claude Code

## EDUCATION

**Minerva University**  
M.S. Decision Analysis

**Hamilton College**  
B.A. in Anthropology

## WORK EXPERIENCE

**Customer Strategy + Operations Analyst** *May 2025 - Present*  
MakerSights (Series-B, AI-powered research agency for fashion brands)

- Built centralized customer intake tracking system that reduced status update time by 40%, contributing to 3x renewal rate with 15% leaner team
- Developed internal tool for customer-specific analysis and chart generation, reducing deck delivery time by 75%
- Led company-wide enablement on AI, Slack, and Notion, breaking silos and saving \$30,000+ in annual software costs

**Project Manager + Systems Analyst** *Jul 2023 - Mar 2025*  
Office of Technology and Data Science, the Urban Institute (policy think tank)

- Built customer health dashboard tracking 800+ data points, driving \$350K in increased proposal wins enabled by real-time delivery and client satisfaction visibility
- Automated delivery workflows via Slack, Asana, and Zapier, reducing manual resolution times and ticket volume by 35%
- Designed onboarding processes and enablement playbooks, improving customer teams' knowledge retention by 60%

**Cheif of Staff to Founder/CEO** *Feb 2023 - Nov 2023*  
IDEAR (Pre-seed EdTech startup building project-based learning platform)

- Owned onboarding strategy, increasing partner engagement by 180% and reducing manual email support by 50%
- Implemented automated user engagement tracking, improving new member retention by 30%
- Led weekly webinars achieving 93 NPS and improving time-to-first-value for new partners

**Founder's Associate (Community + Growth)** *Feb 2020 - Feb 2023*  
MakerSights (Pre-seed ~ Series A HRTech startup building AI interviewer)

- Launched customer feedback forum based on user research, increasing product adoption by 47%
- Developed multi-region onboarding processes, integrating 80+ users in under 6 weeks with <5% churn