

# Mercer West

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## SUMMARY

Generalist looking to work with creative companies. 10+ years management experience. High energy. I gravitate towards roles that feature cross-functional collaboration, product/project management, team management, marketing, UX, CX, and Customer Success.

I am highly motivated to hone my skills in Customer Success, as I have tremendous faith that the companies who build our future will do so from a sturdy foundation of genuine relationships, leveraging 1:1 human contact in concert with self-service and AI-assistance.

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## EXPERIENCE

### Event Operations

#### Formula 1 Las Vegas Grand Prix

July 2023 - Present, Las Vegas, NV

- Project Management and Event Operations for Year 1 of LVGP
- High profile client relations (Mercedes, Ferrari, United Airways)
- Boots on the ground site operations and asset control
- Digital management of complex, demanding timelines

### Product Manager

#### TURF TANK

August 2020 - May 2023, Svenstrup, Denmark

- Voice of 1,000+ customers for international development team.
- Roadmaps, UX / CX, Client Engagement, After Sales Relationships.
- Direct Manager for 8+ Technical Support and Client Success workers.
- Collaborations with University of Alabama and Duke University.
- SME for hardware + software, Hubspot CRM, Atlassian, Dialpad.
- GTM strategy + launch of next-gen SW/HW platform in August 2022.

### General Manager

#### YOUNG ATHENIANS

February 2017 - August 2018, Athens, GA

- 2-person boutique graphic design firm specializing in packaging and web design.
- 100% ownership of business and client success management, reporting to founder and CEO.
- Clients included Creature Comforts Brewing Company, Palo Nutrition, and City of Athens.

### Director of Projects

#### THE GOAT FARM ARTS CENTER

November 2013 - February 2017, Atlanta, GA

- Real estate development firm with offices in Atlanta and New York City.
- Hybrid performing arts + studio center with 500+ residents + artists.
- Teams Manager for 300+ events on campus and around Atlanta, GA.
- Collaborations with City of Atlanta and Newport Real Estate.

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## EDUCATION

### Executive MBA in Strategic Leadership

Valar Institute at Quantic School of Business and Technology • Washington D.C. • 2024

### Bachelors in Philosophy

Minor in Spanish, West African Literature • University of Georgia • 3.17 • Athens, GA • 2004

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## SKILLS

Highly motivated individual: Inbox Zero, Pragmatism, Self-drive, Team Coaching, Remote work, Social media, Technical concepts for non-technical people, Data visualization, Cross-functional, Audience-first, Mobile-first, Active listening, Empathy, Ticketing systems, Atlassian, Jira, Confluence, CRM, HubSpot, Mailchimp, Google Suite, Microsoft 365, Adobe Premiere, Contact Centers, Telephony, Dialpad, Project management, Product management, Program management, SaaS portfolio management, Positive attitude, Professionalism, Presentations, Personable, Punctual, Passionate, ChatGPT.