

# MICHAEL FISCH

## CUSTOMER SUCCESS SPECIALIST

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### PROFESSIONAL SUMMARY

I'm a highly talented remote customer success specialist with account management experience in SAAS Technology, Travel, and Crypto/Finance industries. I bring top-notch skills in customer relationship management software, achieving high performance KPIs while handling customer escalations, and being a knowledgeable resource for support teams. Overall, I bring a wealth of expertise in remote customer support, team leadership, and project management, enabling me to make a meaningful impact on business growth and customer satisfaction.

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### EDUCATION

**Certification:** Full Stack Web Development, 06/2018

**General Assembly** - Boston, MA

- Capstone Project: Chris Sale Fan Page - As a tribute to the famous Red Sox pitcher, I built a full-stack application using an Ajax frontend and a Ruby/Rails backend. Users can enjoy a slideshow and have full CRUD access to a database resource.
- Coding Languages: HTML/CSS, JavaScript, Ruby/Rails, SQL

**Bachelor of Science:** Marketing And Psychology, 05/2012

**Bentley University** - Waltham, MA

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### WORK HISTORY

**Consumer Service Representative - Coinbase 1**, 10/2022 - 01/2023

**Coinbase Inc** – Needham, MA

- Recognized for being among the best frontline agents in Customer Operations, was transferred to deliver white glove support services for Coinbase 1, Coinbase's elite support team.
- Boosted First Contact Resolution to over 75% and Final Case Resolution to over 65% across all support tickets related to fiat payments, crypto transactions, account access, risk, safety, compliance, and policy issues.
- Spearheaded outbound marketing campaigns for Ethereum staking, resulting in 1000 ETH staked among HWNIs and Premium/VIP accounts, collaborating with Sales and Finance teams.

**Support Analyst - Institutional Onboarding**, 06/2022 - 10/2022

**Coinbase Inc.** – Needham, MA

- Embraced the opportunity to shift focus from retail operations to Institutional Onboarding (Finance) and contribute to the company's resilience in changing market conditions.
- Successfully reduced a backlog of onboarding applications from a 14-day period to a competitive less than 5-day life cycle, performing document verification, due diligence, compliance, risk, and support ticket management for all entity sizes.
- Streamlined the onboarding process by developing user-friendly infographics and workflows that simplified and clarified complex policies and procedures, enabling support agents to process applications more efficiently.

**Crypto/Payments Analyst - Retail Ops**, 10/2021 - 06/2022

**Coinbase Inc.** – Needham, MA

- Pioneered the establishment of Coinbase's first live phone support team, setting a benchmark as the first in the crypto industry.
- Excelled in providing stellar customer support through exceptional phone service skills, expert product knowledge, and proficient use of CRM support technologies such as Salesforce, TalkDesk, Slack and eGain.
- Spearheaded internal projects aimed at enhancing quality control and efficiency, implementing targeted escalation channels and strategies to optimize customer support processes.
- Innovated in the development and delivery of PowerPoint seminars, showcasing over-the-phone de-escalation and negotiation techniques to improve customer satisfaction and conflict resolution.

**Travel Service Specialist**, 05/2019 - 10/2021

**Viking Cruises Inc** – Boston, MA

- Demonstrated expertise in Viking River, Ocean, and Expedition products by providing comprehensive inbound phone and chat support, ensuring exceptional customer service and satisfaction.
- Prepared guests for their upcoming journeys, processing payments, researching solutions to inquiries, explaining Viking policies/procedures, and triaging to escalations.
- Played a pivotal role in ensuring seamless operations by resolving technical challenges, facilitating a smooth transition to remote work, and maintaining employee productivity during a critical period of change.

**IT Manager**, 01/2018 - 01/2019

**Sentry Analytics LLC** – Needham, MA

- Acted as single point of contact for digital presence of a cyber security consultancy start-up, utilizing WiX development tools.
- Designed the company logo, and managed SEO and PPC campaigns using Google Analytics.
- Provided invaluable technical troubleshooting and guidance to the executive team, playing a key role in optimizing digital marketing efforts.

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SKILLS

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| • HTML/CSS, Javascript (Front-end Web Development) | • Crypto/Blockchain Support Experience |
| • Salesforce                                       | • Payment processing                   |
| • TalkDesk, LiveChat                               | • High Net Worth Individuals Marketing |
| • Google Suite                                     | • Customer Account Management          |
| • Microsoft Office                                 | • Consultative Selling Techniques      |
| • Lucid Charts (Workflow infographics)             | • Issue and Complaint Resolution       |