

# Michael Fisch

## Customer Success Professional

**Executive Summary:** As an experienced customer success specialist with account support expertise in Technology, Travel, and Finance, I have provided top-tier inbound support and sales in various roles across those sectors. I have executed successful outbound marketing campaigns and delivered 'white-glove-service' for Coinbase's #1 support team (CB1). My strengths include excelling in support ticket management across Crypto, Payments, Access, Risk & Safety operations. I have also led company projects to increase operational efficiencies and developed infographics and process flowcharts outlining complex policies and procedures using technologies including Alfred and LucidCharts.

**Tech Stack:** Google Suite, Apple Suite, Microsoft Office, Salesforce Lightning, TalkDesk, LiveChat, LucidCharts, Slack, Thompson Research (CLEAR), ChromeRiver, Ironclad, DocuSign, custom Account admin software, Citrix Cloud, WiX, Prezi, PowerPoint, Looker, Excel (Pivot tables), Alfred.

### Education:

General Assembly (Boston, MA) – Web Development Immersive Trainee (Mar – Jun '18)

Stack: Git/Terminal, HTML/ CSS, JavaScript, Ruby, SQL

Backend environments: AWS, Heroku, MongoDB.

Bentley University (Waltham, MA) – Bachelor of Science – Marketing, Minor in Psychology (Class of 2012)

### Professional Experience:

**Coinbase Inc.** (Needham, Massachusetts)

Consumer Service Representative - Coinbase One (CB1) (Oct. '22 -Jan '23)

Delivered frontline inbound support services for Coinbase One, as well as 'white glove service' for HNWI and Premium VIP retail consumers. Collaborated across teams to perform outbound marketing campaigns for Ethereum staking, resulting in a significant amount of ETH staked (>1 million USD). Achieved high-performance metrics, including over 75% First Contact Resolution and over 65% Final Case Resolution during tenure.

Support Analyst - Institutional Onboarding (Jun. '22 - Oct. '22)

Transferred from Retail (Crypto/Payments) to Finance (Institutional Onboarding), accelerated case resolution for a large backlog of onboarding applications and support tickets to a competitive less than 5-day life cycle. Conducted document verification, due diligence, compliance, risk, and support ticket management for all entity sizes.

Collaborated with other teams to increase policy/procedure efficiencies by creating user-friendly workflows.

Phone Support Analyst – Crypto/Payments Ops (Oct. '21 - Jun. '22)

Launched Coinbase's first Live Phone Support for Retail products as a frontline support agent. Consistently exceeded KPIs by delivering exceptional customer support through professional phone service skills and expert product knowledge utilizing CRM support technologies such as Salesforce, TalkDesk, and Looker. Expanding skills in other support pillars, I participated in internal projects to enhance quality control and efficiency. Led PowerPoint seminars demonstrating over-the-phone de-escalation/negotiation techniques.

**Viking Cruises Inc** (Boston, MA)

Travel Service Specialist – Reservations (May '19 – Oct '21)

Provided expert knowledge for Viking River, Ocean, and Expedition products through the inbound phone and chat support. Assisted guests in preparing for their upcoming journeys, processing payments, and researching solutions to their inquiries. Delivered smart and sensitive service through a deep comprehension of Viking policies and procedures.

**Sentry Analytics LLC.** (Needham, MA)

IT Manager (Jan '18 – Sept '18)

Launched online presence with WiX, company communications with Google, and managed SEO and PPC campaigns using Google Analytics. Supported executive team with technical troubleshooting and guidance for digital marketing efforts.