

# Jenny Kay Pollock

San Francisco, CA  
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## Experience

Meta Company - San Mateo, CA  
Customer Success Engineer

August 2017 - Present  
[www.metavision.com](http://www.metavision.com)

- Lead team initiative to meet 48 hour first response goal for tickets  
**(Reduced ticket backlog by 80% in 5 weeks)**
- Ran the pre-order communications email campaign  
**(Resulting in \$860K in sales in two months)**
- Created a system for to receive and process purchase orders  
**(Generated \$390K in revenue in 6 months)**
- Created and ran the Customer Success Systems Change Process  
**(27% reduction of change errors and increased historical data)**

Blippar - San Francisco, CA

February 2017 - August 2017

Customer Success – Community Manager

[www.blippar.com](http://www.blippar.com)

- Built an account management plan for top 50 clients with an annual recurring revenue of \$650K  
**(Reduced churn resulting in an additional \$52K in sales in four months)**
- Improved onboarding and support experience for augmented reality building platform  
**(Increased repeat use by 80%)**
- Ran twice weekly webinar and manage knowledge base on how to create content  
**(Grew user created content by 65%)**

Trepoint – San Francisco, CA

June 2016 - February 2017

Account Manager

[www.trepoint.com](http://www.trepoint.com)

- Developed an annual strategic marketing plan with a \$4M budget  
**(Sold \$8M in additional marketing strategies to client)**
- Ran social media communities for two national brands totaling 548K members  
**(Resulting in 23% more likes and comments quarter over quarter)**

RJ Reynolds – Stevens Point, WI

April 2014 - May 2016

Territory Manager

[www.rjrt.com](http://www.rjrt.com)

- Grew a sales territory from 200 to 250 SMB accounts with \$20.4M in sales  
**(Signed 50 new accounts in one year, resulting in over \$4M in additional sales)**

Alpha Sigma Phi Fraternity – Indianapolis, IN

May 2013 - September 2013

Assistant Director of Marketing and Communications

[www.alphasigmaphi.org](http://www.alphasigmaphi.org)

- Developed a year-long communications plan utilizing an \$80K budget for 100 colleges and 13 new chapters  
**(Reduced annual expenses by \$20K)**

## Education

Ball State University, (BSU) M.A. Degree in Public Relations

August 2014 - May 2016

Minnesota State University, Mankato, (MSU) B.S. in Mass Communications

August 2008 - December 2011