



# Shandon L. Hicks

## SKILLS

Proficient in learning software systems and app userflows  
Excellent with communicating and resolving issues  
Efficient while problem solving and solutioning  
A team player with self accountability  
Able to pivot on the fly and adapt with change  
Able to step out of my comfort zone to learn new tools and software  
Organized while managing multiple tasks  
Eager and motivated to learn  
Leadership with a positive attitude

## EXPERIENCE

### Manager, Customer Success

#### BRAINTAP, INC

2017-CURRENT

- Generated, assessed, and delivered Key Performance Indicators (KPIs) for Customer Success directly to our Chief Operating Officer (COO). Compiled and presented comprehensive solutions aimed at propelling forthcoming initiatives. Formulated goals and established timelines for various tasks and projects.
- Managed admin access, user permissions, invites in Hubspot, Infusionsoft, Oscommerce, Post Affiliate Pro, Zoom, and Confluence. As a key admin in our systems, I provided many of our teams with appropriate access based on their roles and responsibilities.
- Implemented customer success feedback surveys, utilizing the valuable feedback obtained for analytics purposes to enhance our customer experience, improve our services, and refine our products. These surveys include metrics such as CSAT (Customer Satisfaction), NPS (Net Promoter Score), and general feedback.
- Setup and maintained Hubspot support inbox pipeline, workflow automations, Chatbot workflow, email templates/snippets, Customer Knowledge Base Articles, user feedback surveys, SLAs, and team dashboard activity metrics.
- Optimized existing SOPs and created new SOPs for the support team with heavy emphasis on team workflows and customer success. Improving outcomes with faster resolution times and better experience. Resulting in customer retention, referrals, and higher feedback.
- Followed company culture and enforced policies, listened to employee complaints and feedback, resolved concerns and any immediate issues directly with upper management, HR, and the appropriate parties.
- Collaborated closely with healthcare professionals to provide training for our affiliate program, address implementation details, ensure client success, and offer protocol recommendations utilizing BrainTap technologies. Engaged in discussions regarding return on investment (ROI), workflow optimization, and sharing best practices.



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## TOOLS

- AWS Management Console
- Hubspot, Infusionsoft
- Asana, Click Up
- Stripe, Paypal, Payment Processors
- Visual Studio Code
- Wordpress
- Git, Github, Source Control
- Gusto, ADP
- Zoom, Talk Desk
- OSCommerce
- Microsoft Suite Products
- Drift Chat
- Atlassian Tools
- JIRA, Confluence, Bitbucket
- Slack, Microsoft Teams
- BrainTap Products
- Google Services, Adobe Services
- Calendly
- Lead Dyno, Post Affiliate Pro
- Tradeshaw efficiency
- Google Play, Apple App Store
- Stable Diffusion AI Pipeline
- Unreal Engine Animation Pipeline
- Ableton Live 11 Suite

## EDUCATION

Rockford HighSchool  
Connections Academy  
Hubspot Reporting Certification  
Service Hub Software Certification

- International communications occur regularly and skillfully among numerous businesses, healthcare professionals, customers, and colleagues located across various countries and states, with a focus on effectiveness and efficiency.
- Responsible for processing customer refund requests and payments, as well as sending invoices to customers through our payment merchant systems such as Authorize.net, Paypal, and Stripe.
- In my role, I set up phone call queues, monitored support calls, handled escalated calls, managed and reported call metrics, established call hours, and implemented automated messaging systems.
- Oversaw Post Affiliate Pro and managed affiliate applications. Collaborated closely with the marketing team to set up and execute promotional campaigns, aligning with our sales initiatives. I made certain that our affiliate partners received accurate commissions and promptly updated any necessary changes.
- Recorded a series of training videos to provide guidance on our services, systems, and troubleshooting procedures for both our customers and employees. These videos were created through a combination of video recordings and live in-person sessions.
- Collaborated with the Leadership team to develop comprehensive job descriptions for the positions of Customer Success Associate and Manager, Customer Success. In doing so, I made certain to accurately capture our company's mission, goals, requirements, and expectations for these roles.
- Managed and directly collaborated with GDC Services, a call center business based in Serbia, Europe. I remotely oversaw and managed their call, email, and chat support operations. I maintained regular communication with their team leads, focused on enhancing customer support, and optimizing first call resolutions.
- Utilized Hubspot to administer admin access, set user team permissions, and oversee the support team to ensure SLA adherence. Additionally, I developed an inbox support pipeline and implemented automations to streamline processes. I established support queue workflows and created standard operating procedures (SOPs) and email templates for the team. Furthermore, I designed a chatbot workflow to enhance customer support on our website.
- Efficiently utilized forms to facilitate internal requests from various teams, effectively managing and completing tasks. I also established automations to streamline the task management process.
- Conducted regular team trainings and facilitated mock trials to enhance team performance, improve customer experience, and foster the professional development of each employee. To ensure expertise in Hubspot, I implemented a mandatory requirement for Hubspot certifications, both for existing team members and new hires.
- Setup and created efficient workflow automations for support tickets, chats and email. Optimizing customer experiences, supported SLAs and increasing customer retention and satisfaction