

Contact

(818) 645-5832 (Mobile)
rginsberg@me.com

www.linkedin.com/in/ryanmginsberg (LinkedIn)

Top Skills

Customer Experience
Operations Management
Process Improvements

Languages

English (Native or Bilingual)

Certifications

Product Management Certification
Digital Marketing Certification
Data Analytics

Ryan Ginsberg

Lead Customer Success Manager at Digital Deployment
Greater Sacramento

Summary

Empathetic, customer-centric, technologically savvy, insightful, highly motivated customer success professional. Service-oriented and results-driven with a focus on putting customers' needs first resulting in 20% increase in ARR Retention and over 600% increase in positive testimonials, case studies, and referrals. Experienced with identifying common customer challenges and suggesting alternative solutions or communicating requirements with cross-functional teams. Strong work ethic with the ability to thrive under pressure in fast-paced environments, and the skill to navigate technical landscapes. Passion for working with complex data to better understand problems to drive customer strategies and measure success. History of wearing multiple hats and doing what is needed to ensure a positive outcome for all stakeholders.

Experience

Digital Deployment
Lead Customer Success Manager
January 2020 - Present (1 year)
Sacramento, California Area

Client Support

Provide day-to-day online and phone support for our managed Drupal CMS—processing incoming support tickets and providing resolution. (Weekly volume: approx. 50 new tickets.)

Leverage technical and content expertise to fully manage and resolve all customer tickets, with the self-drive to completely own the process with minimal escalations.

Manage backlog of client requests, including scoping and managing small web projects.

Quickly identify patterns and underlying causes with problems reported by customers, orchestrate problem-solving with team members.

Have a design eye to help customers understand how to resolve content issues with their website.

Product Communication

Schedule and host basic and advanced training for clients.

Host webinars on key topics of interest (e.g. website accessibility, new feature releases)

Advocate among the DD development team for needed functionality for our clients.

Work with the developer(s) to create/review release notes and send update notifications to clients.

Growth

Grow and champion our support program.

Track and report support KPIs, including ticket volume, response time and escalations.

Maintain and contribute to our knowledge base.

HR Cloud

Manager, Customer Success

April 2017 - January 2020 (2 years 10 months)

El Segundo

- Lead a team of 7 account managers who are responsible for customer success, implementations, and account management tasks for new and existing customers.
- Oversee inbound customer success channels (chat/ticket/email) + new client implementations (avg. 8/month)
- Review and approve contracts related to upgrades (50k) & renewals (93% retention rate)
- Handle escalations and address complex use cases
- Redesigned and improved help center content (<https://support.hrcloud.com/help-center>)
- Grew testimonials from 7 to 60 on Capterra (<https://www.capterra.com/p/132599/HR-Cloud/#reviews>)
- Start-up environment and contributed to sales, marketing, and product teams acting as “voice of the customer”
- Power user of HubSpot, Excel, Slack, Jira, Postman, G Suite, and Python with a passion for automation and data analytics

HONK Technologies

Sales Operations Specialist - Lead

August 2017 - November 2017 (4 months)

Greater Los Angeles Area

- Interacted directly with customers via phone, text, chat, and email to accomplish business objectives
- Analyzed and interpreted customer needs while building rapport to provide immediate assistance through tailored solutions
- Maintained high levels of customer satisfaction by making sure all member expectations are exceeded and services are rendered in designated time frames
- Required of the box thinking to solve all customer issues that may arise through unprecedented customer service

24Hr HomeCare

Account Manager

February 2016 - February 2017 (1 year 1 month)

Encino, CA

- Sold and marketed home care services to clients needing care or drivers for elderly relatives, through lead follow-up from internet sources, social media, referrals, email, and inbound calls
- Managed over 200 healthcare professionals, accommodating their schedule requests, matching their skills, abilities, and personalities to client needs, and reviewing/submitting weekly payroll
- Responsible for 70+ clients with bi-weekly recurring revenue exceeding \$80K and increasing 45% over a one-year period

Subway

District Manager

August 2013 - September 2015 (2 years 2 months)

Greater Los Angeles Area

- Assumed the management of seven Subway franchise restaurants, overseeing sales, operations, marketing and staffing
- Monitored food and labor KPIs, implementing waste control, improved food preparation, and smarter order processing through migration to digital, leading to inventory and labor cost reductions of 30% and 20% respectively

Education

UC Davis Continuing and Professional Education

Software Development Bootcamp · (2020 - 2020)

General Assembly

Product Management, Product Management · (2018 - 2018)

General Assembly

Digital Marketing, Marketing/Marketing Management, General · (2017 - 2018)

General Assembly

Data Analytics, Data Analytics · (2017 - 2017)

California State University-Northridge

Bachelor of Science (BS), Business Administration and Management,
General · (2011 - 2013)