

EDUCATION

DELE NIVEL C1- ADVANCED DIPLOMA

Instituto de Cervantes
Madrid, Spain
2022

BACHELOR OF ARTS, COMMUNICATION ARTS

Georgia Southern University
2005

SKILLS

- Customer retention
- Customer advocacy
- Leadership
- Teamwork and cross-functional collaboration
- Preemptive obstacle identification and strategic resolution discovery
- Training and development
- Oral, written and comprehensive fluency in Spanish

PROFILE

Bilingual English/Spanish Customer success consultant with ten years of experience in retail/customer service management and three years of customer success/account management experience.

EXPERIENCE

CONSULTANT, CUSTOMER SUCCESS (REMOTE)

Granicus/ Charlotte, North Carolina / 02/2022 - present

- As the first point of post implementation contact: conduct strategic reviews to monitor client adoption, satisfaction and questions surrounding functionality and usage to be a better partner/advisor and help leverage solutions according to their goals
- Escalation management: financial /churn reporting
- Managing a portfolio of 250 clients with a combined annual revenue of \$350K
- Managing a bilingual English/Spanish team of 5 remotely; onboarding, 1:1s, reporting (Costa Rica)
- Monitoring and analyzing metrics using custom dashboards, in order to make data-driven recommendations based on benchmarks and client baselines to accelerate adoption
- Advocate for customers through internal cross-functional council meetings
- Collaborate with sales organization to expand knowledge of customer strategic priorities
- Identify and document expansion opportunities
- Cross training implementation, renewals, and finance



KEYWORDS

- Microsoft Office Suite
- Salesforce
- WordPress
- Mailchimp
- Google AdWords
- Google Analytics
- JIRA
- Wrike

REFERENCES

Available upon request

EXPERIENCE CONTINUED

DIGITAL MARKETING CONSULTANT (REMOTE)

Enspire for Enterprise / Charlotte, North Carolina / 05/2021-2/2022

- Monthly, custom SEO/PPC reporting including budget and key word recommendations; 30-day cadence of customer check ins
- Analyzing SEO/PPC data in order to trouble shoot and improve marketing strategies
- Meeting with small business owners to review SEO/PPC performance in order to make budget recommendations
- Managing a book of business of 500 accounts, ARR \$250K
- Cross selling, Upselling, account renewal

MANAGER

J.Crew / Charlotte, North Carolina / 2012-2022

- Managing client profiles to better communicate with them regarding preferences and recommend products that corresponded to their preferences
- Analyzing associate KPIs and coaching accordingly: conversion, sales, credit card applications
- Driving sales associate performance in reference to upselling units per transaction and obtaining a consistent conversion of 20%
- Top sales for 2021 \$100K

ASSISTANT FINANCE MANAGER

Malone's Automotive/Marietta, Georgia / 05/2010-09/2012

- Prescreened and processed credit applications and negotiated interest rates with banks on behalf of the client and the business to insure a fair but profitable rate
- Scheduled appointments and interviews for the Finance Manager based on pre-screening
- Managing a team of 5 drivers and detailers
- Copywriting for advertisements
- Keyword research