

Performance Marketing | Customer Success & Growth Leader

Dynamic, strategic, and achievement-driven professional with 9 years of success in customer success, account management, and sales across multiple fast-paced industries. Proven ability to foster meaningful business relationships and drive growth through data-backed strategies and scalable processes. Recognized for strong interpersonal skills, client retention, and operational leadership that fuels sustainable growth. Coachable and growth-oriented, with a continuous pursuit of mentorship, personal development, and professional excellence.

Core Competencies

- Strategic Relationship Building & Client Retention
- Strategic Planning & Scalable Process Development
- HubSpot & CRM management
- Sales Strategy, Negotiation & Revenue Growth
- Customer Success Operations & KPI Optimization
- Data-Driven Decision Making & Growth Analytics
- Product Launches & Lifecycle Management

Career Experience

Customer Success Manager > Director of Customer Success at AdSync Media, Remote

May 2024 — June 2025

- Led customer success strategy across 100+ Medicare and insurance accounts, improving core campaign metrics including RPC, conversion rate, billable call rate, and revenue, whilst maintaining client CPA targets.
- Designed scalable workflows and KPI systems to boost campaign profitability, streamline operations, and maximize call delivery.
- Onboarded and managed high volumes of clients during peak AEP season, ensuring rapid activation and sustained campaign performance.
- Built a client scoring system to track account health, growth potential, and performance trends, fueling data-driven retention and upsell strategies.
- Oversaw product and vertical launches from go-to-market through post-launch, contributing to measurable revenue and client growth.
- Acted as the primary compliance liaison, managing submissions, resolving requests, and ensuring full adherence to regulatory requirements.
- Collaborated cross-functionally with sales, compliance, and call center teams to align client goals with operational execution and campaign outcomes.

Legal PPC Program Manager at Palo Media Group

August 2023 — May 2024

- Co-led the development and launch of scalable, high-converting verticals (Medicare, ACA, MVA, Mass Tort, SSDI) for a leading pay-per-call network, driving consistent pipeline and revenue growth.

- Spearheaded offer development and client engagement to exceed revenue targets while maintaining KPIs for lead quality, conversion rates, and ROI.
- Built and nurtured partnerships with key clients, including direct law firms and insurance agencies, boosting client retention and expanding account lifetime value.
- Ensured strict compliance with TCPA, CMS, and other regulatory guidelines, safeguarding lead flows, campaigns, and deliverables.
- Collaborated cross-functionally with media buying, call center, and affiliate teams to align client needs with aggressive growth goals; provided operational insights to optimize program performance.

Account Manager at StudentCrowd

January 2021 — August 2023

- Managed enterprise and higher education accounts, generating £900K+ annual revenue through renewals, upselling, and targeted product strategies aligned with client goals.
- Achieved 98% client retention by delivering tailored marketing solutions addressing sector-specific challenges.
- Leveraged internal software, databases, and Google Analytics to provide actionable insights, optimizing clients' digital marketing and sales funnels; led webinars on market trends and best practices, increasing stakeholder engagement.
- Directed workflow improvements, training, and career development for a team of 4 account coordinators, enhancing efficiency and productivity.

Sales and Customer Experience Manager at Bridging Gaps

January 2020 — December 2022

- Directed end-to-end customer experience, boosting client satisfaction and driving business growth in a fast-paced startup.
- Owned the sales pipeline, optimizing lead outreach, engagement, and conversion; consistently maintained a 25% conversion rate from initial prospecting call to closed client.
- Built and nurtured strategic partnerships with U.S. and UK universities and overseas vendors to expand program reach and quality.
- Designed customized internship programs across diverse industries, aligning student goals with academic requirements and host company needs.

Sales Specialist at African Impact, Cape Town

November 2017 — January 2020

- Owned inbound sales funnel and product positioning for the U.S. higher education market, consistently exceeding revenue targets.
- Designed and launched go-to-market travel programs balancing commercial goals with host organization needs, ensuring strong partner alignment and market success.
- Strengthened client relationships through consultative sales and streamlined onboarding, improving satisfaction and retention.
- Optimized the sales funnel, increasing conversion rates and pipeline efficiency through data-driven strategies.
- Utilized Salesforce CRM to manage leads, track sales performance, and streamline client communication.

Education

AAS in Business Communications, 2020

Santa Monica College, Santa Monica