

## ***Customer Success Manager / Account Manager***

### ***Strategic Thinking / World Class Service / Builds Strong Teams / Delivers Results***

A creative, goal-driven marketing and advertising professional with a strong, diverse business skill set and an eye on the future. Skilled in analyzing and improving marketing, sales, and operational performance. Earned a Bachelor of Science degree in Marketing from Sacred Heart University in 2019. Experienced in web-based advertising, data analysis, and event design. Knowledge of SEO, advertising, social media, digital marketing, and direct marketing. Skilled in building and maintaining strong relationships with people from diverse backgrounds. Offering high-level customer service, and communication skills, strong and diverse professional abilities, and an optimistic, growth-oriented entrepreneurial spirit.

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|----------------------------|------------------------------|---------------------------|
| ● Strategic Planning       | ● Account Management         | ● Customer Focused        |
| ● Multimedia Communication | ● Promotion/Event Design     | ● Social Media Marketing  |
| ● Coach/Mentor             | ● Stakeholder Communication  | ● Relationship Management |
| ● Training & Development   | ● Professional Collaboration | ● Project Management      |
| ● Presentations            | ● Creative Problem Solving   | ● Accounting              |

Intermediate to advanced skills in Microsoft Office. Experience in Adobe InDesign, Photoshop, Illustrator, and Accelo.

#### ***Certifications / Credentials ([Link to Full List](#))***

HubSpot (Content Marketing, Email Marketing, Inbound, Social Media)

Google (Ads Display, Ads Search, Ads Video); Campaign Manager, 360 Certification Exam.

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## **EXPERIENCE**

[SNEEZE.IT](#) – Fairfield, New Jersey

2022-Present

*A Nationally Recognized Social Marketing and Consulting Firm, Specializing in the Design and Implementation of Social and Word-of-Mouth Marketing for Small to Medium Sized Companies*

**Customer Success Coach (Remote)** – Onboard and manage fitness club clientele and their digital marketing campaigns. Analyze customer data to improve their online advertising initiatives and the customer experience. Handle and resolve customer requests and complaints. Identify upsell opportunities and collaborate with the Vice President of Sales to generate new proposals. Identify and act on accounts at risk of churn or poor adoption by monitoring customer usage data. Assist with digital activation from conception to execution. Plan, track, and execute programs for key customers. Create performance, marketing campaigns in both paid search and paid social channels. Skilled in translating long and short term, goals into affective digital campaigns across systems, platforms, and channels. Report to Strategy Manager.

Onboard groups of 50-75+ clients. From the start of the onboarding process to when the client leaves, handle all client communication. Receive all client information once Sales team has secured the client; take over all client communications and onboarding. Set up client with everything they need from day one to when they leave. Gather what the client wants to offer monthly, review previous month services to determine what was most successful and determine future services. Communicate client needs to the creative team and strategy team, and then place their ads. Explain absolutely every aspect of services to the client. Develop and share best practices with team members to continually improve the quality and efficiency of the company's process. Actively monitor and measure the impact of digital initiatives toward increasing customer health, product adoption, and revenue. Sustain business growth and profitability by maximizing value.

- **Process Improvement** – Sneeze It is a small organization and had an unorganized system for client processing. Collaborated with peers to reorganize and streamline Excel documents and design a more efficient system for client processing. Created new formulas in Excel to update the process for storing and updating data in the Master Success Excel sheet. Showed the advantage of a new system to direct supervisor. With approval, implemented the new process for organizing and maintaining Excel sheet documents. Refined process with trial runs of client onboardings and marketing campaign meetings with clients. All employees now gain valuable insight into where a client is in the process of ad creation each month. Success managers now have insight to any budget or offer changes. Managers are now able to track employee's client tasks and overall book of business.
- **Innovative Solution to a Challenge** – After one week, having been assigned a book of 50 clients, the hiring manager left the company, meaning that my training was going to be primarily self-training. Discussed issues with other team members. Developed and implemented an aggressive, media self-training program. Quickly got up to speed, and handled client needs in a seamless and highly professional manner.

[ENERGIZER HOLDING INC.](#) – Danbury, Connecticut

2020-2022

*One of the World's Largest Manufacturers of Primary Batteries and Portable Lighting Products In November 2018, Energizer Purchased the Global Auto Care Division from Spectrum (Brands include Armor All, STP, and A/C Pro).*

**Global Marketing Assistant** – Assisted in managing all aspects of the STP auto care, brands, day-to-day operations, including delivery of key marketing initiatives, workflows, timelines, and budgets. Ran STP brand social media platforms, posted approved content, and monitored and responded to consumers. Provided brand manager support, worked with outside vendors in sales presentation management and analyzed data.

- *Achievement Bullet – Gained first professional experience in global marketing. Assignments included clients in Latin America, Chile and Europe. Communicated with Energizer Holding Inc. professionals in all of these regions.*

[OWL CYBER DEFENSE SOLUTIONS](#) – Danbury, Connecticut

Summer 2019

*Leads the World in Data Diode and Cross Domain Network Cybersecurity*

**Marketing Intern** – Created content blasts for product launches and conference invitations. Scheduled data for networking events. Coordinated emails in social media posts using graphics in Adobe Photoshop. Out of 10 interns, was the only Marketing Intern. Created posts and sent out marketing emails. Worked with Adobe Photoshop and Salesforce. Attended networking events. Customers were military based and wastewater treatment based. It's like a software – cybersecurity on all your data with those companies. Competitors were other cybersecurity companies.

- *Presentation – At the end of internship prepared and delivered a 20-minute presentation to the entire company. Summarized and crystallized the marketing lessons gained from the internship. After detailed preparation and rehearsal, praised for the content, clarity and delivery of the presentation.*

[INTOUCH TECHNOLOGY INC.](#) – Vancouver, British Columbia

Jan-Aug 2018

*A Leading Provider of Member Lifecycle Management Solutions Designed Specifically for the Health and Fitness Industry*

**Marketing Intern** – Met with various team members and also with the CEO. Developed an understanding of the health and fitness industry, as well as Intouch Technology's unique value proposition. Contributed to a number of marketing content development projects. Collaborated with professionals at multiple levels of the organization.

- *Knowledge & Skill Development – Developed strong business communication skills working collaborating internally with coworkers. Further developed social media marketing skills utilizing Facebook and Instagram. Worked with MailChimp, Salesforce, and Adobe Photoshop.*

[ENDURANCE HOUSE](#) – Norwalk, Connecticut

Apr-Dec 2017

*A Retail Store Specializing in All Things Swimming, Biking & Running*

**Social Media /Marketing Intern** – Selected out of a competitive application process. Ran brands, social media platforms, email platforms, and learned design via Photoshop. Created flyers for store events and promotions. Performed some inside sales. Worked 4–5-hour shifts, three days per week for six months.

- *Knowledge & Skill Development – Developed strong skills in social media marketing on Facebook and Instagram. Also utilized MailChimp, Salesforce, and Adobe Photoshop.*

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## KEY STRENGTHS

Energetic; determined; resilient; positive; proactive; personable; dependable; highly organized; self-motivated; strong work ethic. Experience in marketing, digital advertising, account management, data analytics, content creation, and campaign preparation and execution. Exceptional verbal, written, and interpersonal communication skills. Strong knowledge of current trends. A knack for building rapport with people quickly and easily. The ability to overcome the daily challenges that come with a customer-facing role and thrive in a fast-paced environment balancing multiple priorities.

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## EDUCATION

[SACRED HEART UNIVERSITY](#) – Fairfield, Connecticut

**Bachelor of Science, Marketing, 2019**

[Curriculum](#)

Concentration: Digital Advertising

### *Honors & Activities*

Member – [Sacred Heart University Dance Team](#)

Member – [Kappa Alpha Theta](#)

### *Employment*

Front Desk – [Residence Inn BY Marriott](#) – Danbury, Connecticut (Jan-Sep 2017)