



SUMMARY

Creative client strategist excelling in account management and the craft of consultative selling to drive business growth. I delivered exceptional customer experiences that secured strategic partnerships with global market leaders like Amazon and Disney. I transformed complex technical concepts into creative advertising campaigns for multiple Forbes-backed startups. And amid the pandemic, I co-launched a social audio app on the App Store and taught myself HTML & CSS to build a thriving e-commerce fashion business. My driving force is entrepreneurial—if I don't know something, I will learn it.

WORK EXPERIENCE

Salesforce

Atlanta, GA

Associate Customer Success Manager

Jan 2022 - May 2023

- **Rescued \$188+ million in revenue** within a 1-year period as a trusted consultant to 200+ C-level stakeholders by preventing attrition **from high AOV customers like Amazon, Disney, Netflix, and PwC**
- **Consistently ranked in the top 5% of high performers** in my division, **exceeding monthly delivery targets by 147% and maintaining an exceptional client satisfaction rating of 4.9/5** across 9 consecutive months
- Managed a portfolio of 50+ customer accounts, **achieving a 93% customer retention rate** through proactive communication and issue resolution
- **Partnered with business stakeholders to gather and document requirements** for Salesforce implementations, enhancements, and customizations, resulting in a **20% increase in project efficiency**
- Conducted quarterly business reviews for key customers, utilizing data-driven Salesforce insights and strategic recommendations to **drive an 18% increase in upsell and cross-sell revenue streams**
- Designed and delivered highly tailored onboarding content and training initiatives for new customers, **driving a 25% reduction in time-to-value and boosting client satisfaction ratings by 32%**
- Collaborated closely with cross-functional teams, including Sales, Product, and Engineering, to ensure successful implementation and adoption of customer solutions, **resulting in a 15% increase in overall product usage**

BigID

New York City, NY

Creative Content Designer

Jun 2021 - Nov 2021

- **Directed all creative content production across 350+ employees**, ensuring a steady stream of high-quality content to meet marketing and brand objectives on time and within budget
- Conceptualized and **published 150+ multimedia assets for social advertising campaigns**, spreading brand awareness and driving a **45% increase in engagement** amongst a follower base of 50k
- Designed a brand style guide that ensured consistent messaging, visual identity, and tone of voice across all marketing and communication materials, resulting in a **20% increase in brand consistency** across all channels

SHAYK

Miami, FL

Content Strategist

Jan 2021-May 2021

- Developed and executed a go-to-market strategy for company's social-audio app launch, **exceeding the targeted number of downloads by 200%** within first week of going live
- Collaborated with cross-functional teams, including UX designers and developers, to ensure seamless integration of content and design for a consistent user experience, **tripling DAU rate and earning a 4.9-star rating on the App Store**
- Conducted market research and analysis to identify target audience segments, **leading to a 57% conversion rate of website visitors to app users** through targeted social media advertising

EDUCATION

University of California, Santa Barbara

Santa Barbara, CA

B.A. in Communication, Minor in Professional Writing (emphasis in Multimedia Communication)

Sep 2017-June 2021

SKILLS & COMPETENCIES

Account & Stakeholder Management, Consultative Selling, Customer Relationship Management (Salesforce Certified Admin & Associate), Client Feedback & Retention, User Training & Support, Cross-Functional Collaboration, Data Analysis, Business Consulting, Microsoft Office, Storytelling, Multimedia Communication, Content Management Systems (Drupal, Squarespace, WordPress, Wix), Digital Marketing, Design (Ad, Graphic, Brand, Web), Adobe Creative Cloud, Slack, CSS, HTML, Google Suite