

Customer Success Manager Profile

Growth-focused and customer-oriented professional with a solid background in the real estate industry, including defining and improving customer experience, leading teams' growth and development, interpreting customers' feedback into improvement action plans, and resolving complex problems.

Highly capable of supporting customers to achieve desired outcomes by guiding product/service utilization, facilitating product adoption, addressing customers' needs, and providing continuous support. Instrumental in identifying opportunities for upselling/cross-selling based on customer data analysis while focusing on improving customer experience via high-quality service delivery. Adept at driving operational and performance excellence by tracking, analyzing, and communicating metrics to team members as well as setting clear objectives and providing support to achieve customer satisfaction and retention goals. Well-versed in training/coaching team members to assess customers' objectives, deliver value-based solutions, maintain post-sales interaction, gather customer feedback, and address concerns promptly and professionally. Keen learner with demonstrated ability to learn new skills and adapt to new environments.

Areas of Expertise

- Customer Success Management
- Project Management
- Upselling & Cross-Selling
- Customer Acquisition & Retention
- Client Relationship Management
- Market Monitoring & Analysis
- Customer Service & Satisfaction
- Data Gathering & Analysis
- Leadership & People Management
- Strategic Planning & Execution
- Customer Feedback & Advocacy
- Success Metrics & Reporting

Career Accomplishments

- Enhanced Crye-Leike's team's capabilities in sales, customer success management, and market analysis by implementing innovative training methods while aligning training programs with organizational objectives and sales targets.
- Fostered a collaborative and productive work environment by leading Vacasa's team initiatives and mentorship to improve employee engagement, client engagement, customer service delivery, churn reduction, and retention.
- Enabled property owners to interpret customers' feedback into improvement actions while devising strategies and resolving problems to improve overall satisfaction and loyalty.

Professional Experience

Director of Growth & Development / Broker Associate | Crye-Leike – Gulf Shores, Alabama

2023 – Present

Play a key role in improving customer engagement and retention by leading the growth and development team as well as optimizing sales techniques. Guide team members to manage post-sales relationships with valued customers as part of customer success management. Formulate individual business plans, enabling agents to focus on market analysis, competitive positioning, and customer success. Identify and acquire new business growth and development opportunities through market research and analysis.

Key Accomplishments:

- Fostered a culture of excellence and accountability, which drove performance and operational excellence, change management, and customer engagement.
- Recruited, on-boarded, mentored, and developed new agents for success in a competitive market while setting expectations, providing feedback, and establishing a customer-first culture.
- Boosted brand visibility and customer acquisition by building strategic partnerships with industry influencers and organizations.
- Focused on customer retention and renewal management by ensuring robust customer lifecycle management and delivering exceptional customer experience.

Business Development / Broker Associate | Vacasa – Gulf Shores, Alabama

2021 – 2022

Achieved and maintained high customer satisfaction by meeting clients' requirements while addressing concerns, resolving issues, recommending suitable solutions/services, and bridging the gap between the sales and customer support. Improved customer journey by overseeing customer lifecycle process, including assessing clients' needs, devising success plans, managing escalations from direct reports, and identifying improvement opportunities. Provided guidance and support to clients based on business solutions and practices.

Key Accomplishments:

- Expanded business coverage by securing 20 new partnerships, which increased property listings by 30% and market share by 25%; delivered weekly presentations and customer-focused training sessions for new partners.
- Identified and acquired new business opportunities via market research and analysis, networking, and prospecting, which resulted in expanding the client base, optimizing customer success management, and boosting revenue.

Owner & Customer Relations Manager

2020 – 2021

Streamlined operational activities of 68 short-term rentals while ensuring high guest satisfaction and retention. Offered ongoing support and guidance to property owners for maintaining properties, achieving high customer satisfaction, and enhancing the efficiency of available resources and services.

Key Accomplishments:

- Grew property revenue by 20% through market trend analysis, competitive and strategic pricing, and promotional campaigns.
- Accomplished 90% owner satisfaction rate along with customer satisfaction by providing regular updates and personalized recommendations.
- Guided the sales team to understand customers' objectives, deliver value-based solutions, identify opportunities for upselling/cross-selling, strengthen post-sales relationships, and maximize revenue.

Growth and Development Lead

2019 – 2020

Directed a cross-functional team to manage sales activities, attract and retain customers, strengthen post-sales relationships, foster relationships with prospects, and gather and evaluate customers' feedback for continuous improvement. Formulated individual business plans focused on market analysis and competitive positioning. Enhanced sales techniques and customer engagement skills by leading the education and training team, pioneering innovative training methods to boost team's capabilities in sales, customer service, and market analysis. Raised brand visibility along with customer acquisition and retention by building strategic partnerships with industry influencers and organizations.

Key Accomplishments:

- Designed targeted campaigns and promotional materials aligned with business objectives, while aligning the marketing team on up-sell strategy and selling with a retention focus.
- Established a customer-first culture within the team, which facilitated customer retention and renewal management.
- Headed recruitment, onboarding, and development of new hires with a focus on customer success management within a competitive market.
- Drove customer acquisition and sales growth by researching and analyzing competitors' marketing strategies, which assisted with identifying improvement areas and creating strategic marketing campaigns.
- Enabled the new hires to navigate the competitive market and achieve sales targets by developing and implementing a mentorship program.

Education

Certified Distance Education Instructor Program | International Distance Education Certification Center

9/2023

Certifications

Carmel Streater Courses | 9/2023

- Teaching Real Estate
- Teaching Adults with Learning Disabilities
- Developing a Course
- Motivating Adult Learners

Technical Proficiencies

MS Office | CRM Tools (Salesforce, HubSpot) | Business Operating Interfaces