

Brianna Cole

Customer Success Manager

Contact

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About

Customer success manager with eight years in B2B SaaS support and account management. Owns a \$3.2M ARR book of 45 mid-market accounts at 112% net revenue retention, and wrote the onboarding playbook now used by all eight CSMs on the team.

LinkedIn
[briannacole](#)

Work

- | | |
|---|---|
| Customer Success Manager Jun, 2022 - Present | <ul style="list-style-type: none">Own 45 mid-market accounts worth \$3.2M ARR; delivered 112% net revenue retention in FY25Cut average onboarding time from 45 to 28 days by rebuilding the kickoff-to-launch playbook adopted by all eight CSMsRun quarterly business reviews for every account; expansion opportunities sourced in QBRs closed \$410K last yearHold a 71 NPS across the book and a 4.8 out of 5 satisfaction score on 900 support surveys in FY25Escalate product gaps into a monthly voice-of-customer review; 14 requests shipped in 2025 and cited in 6 renewals |
| Customer Success Associate Sep, 2019 - May, 2022 | <ul style="list-style-type: none">Managed 120 SMB accounts through renewal cycles, holding gross churn under 8% for three straight yearsLaunched a Gainsight health-score model that flagged at-risk accounts 60 days before their renewal dateHosted monthly product webinars averaging 200 registrants, feeding an upsell pipeline tracked in SalesforceRenewed \$1.9M of ARR in FY21 at 103% net retention, the highest on the associate team |

Technical Support Specialist Jan, 2018 - Aug, 2019

- Closed 30+ support tickets a day in Zendesk while holding a 96% customer satisfaction score
 - Wrote 40 help-center articles that cut how-to ticket volume 25% within six months
 - Trained 6 new support hires on Zendesk macros and escalation paths
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Education

University of Colorado Boulder Jan, 2013 - Jan, 2017

Skills

Customer success Tools

- Onboarding and adoption
 - Renewals and expansion
 - Executive business reviews
 - Churn-risk playbooks
 - Customer advocacy
 - Gainsight
 - Salesforce
 - Zendesk
 - HubSpot
 - Looker
 - Jira
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