

Brianna Cole

Customer Success Manager

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SUMMARY

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.

EXPERIENCE

Customer Success Manager

Summitworks Software • 06/2022 – Present

- Own 45 mid-market accounts worth \$3.2M ARR; delivered 112% net revenue retention in FY25
- Cut average onboarding time from 45 to 28 days by rebuilding the kickoff-to-launch playbook adopted by all eight CSMs
- Run quarterly business reviews for every account; expansion opportunities sourced in QBRs closed \$410K last year
- Hold a 71 NPS across the book and a 4.8 out of 5 satisfaction score on 900 support surveys in FY25
- Escalate product gaps into a monthly voice-of-customer review; 14 requests shipped in 2025 and cited in 6 renewals

Customer Success Associate

Clearpath CRM • 09/2019 – 05/2022

- Managed 120 SMB accounts through renewal cycles, holding gross churn under 8% for three straight years
- Launched a Gainsight health-score model that flagged at-risk accounts 60 days before their renewal date
- Hosted monthly product webinars averaging 200 registrants, feeding an upsell pipeline tracked in Salesforce
- Renewed \$1.9M of ARR in FY21 at 103% net retention, the highest on the associate team

Technical Support Specialist

Rocky Mountain Payments • 01/2018 – 08/2019

- 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

EDUCATION

B.A. Communication — University of Colorado Boulder

2013 – 2017

SKILLS

Onboarding and adoption

Renewals and expansion

Executive business reviews

Churn-risk playbooks

Customer advocacy

Gainsight

Salesforce

Zendesk

HubSpot

Looker

Jira

CERTIFICATIONS

Certified Customer Success Manager (CCSM) — SuccessCOACHING, 2023

Gainsight Administrator Level 1 — Gainsight, 2022

Service Hub Software Certification — HubSpot Academy, 2021