



Brianna Cole

Customer Success Manager

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BACKGROUND

□ 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.

□ WORK EXPERIENCE

□ **Customer Success Manager**, Summitworks Software

Jun, 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

Sep, 2019 - May, 2022 □ 2 years 8 months

- 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

Jan, 2018 - Aug, 2019 □ 1 year 7 months

- 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



SKILLS

Customer success

Onboarding and adoption

Renewals and expansion

Executive business reviews

Churn-risk playbooks

Customer advocacy

Tools

Gainsight

Salesforce

Zendesk

HubSpot

Looker

Jira



EDUCATION

B.A. Communication, , University of Colorado Boulder

Jan, 2013 - Jan, 2017



CERTIFICATES

Certified Customer Success Manager (CCSM), SuccessCOACHING, 2023

Issued on:

Gainsight Administrator Level 1, Gainsight, 2022

Issued on:

Service Hub Software Certification, HubSpot Academy, 2021

Issued on: