

Brianna Cole

Customer Success Manager

Contact

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About

<p>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.</p>

Profiles

LinkedIn

briannacole (<https://linkedin.com/in/briannacole>)

Work

Jun, 2022 —

Customer Success Manager

Highlights

- <p>Own 45 mid-market accounts worth \$3.2M ARR; delivered 112% net revenue retention in FY25</p>
- <p>Cut average onboarding time from 45 to 28 days by rebuilding the kickoff-to-launch playbook adopted by all eight CSMs</p>
- <p>Run quarterly business reviews for every account; expansion opportunities sourced in QBRs closed \$410K last year</p>

- <p>Hold a 71 NPS across the book and a 4.8 out of 5 satisfaction score on 900 support surveys in FY25</p>
- <p>Escalate product gaps into a monthly voice-of-customer review; 14 requests shipped in 2025 and cited in 6 renewals</p>

Sep, 2019 – May, 2022

Customer Success Associate

Highlights

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

Jan, 2018 – Aug, 2019

Technical Support Specialist

Highlights

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

Education

University of Colorado Boulder

Jan, 2013 – Jan, 2017

🎓 B.A. Communication

Skills

Customer success

- <p>Onboarding and adoption</p>
- <p>Renewals and expansion</p>
- <p>Executive business reviews</p>
- <p>Churn-risk playbooks</p>
- <p>Customer advocacy</p>

Tools

- Gainsight
- Salesforce
- Zendesk
- HubSpot
- Looker
- Jira