



Brianna Cole

Customer Success Manager

CONTACT

Email brianna.cole@example.com
Phone (555) 739-2618

LOCATION

Region CO

PROFESSIONAL SKILLS SUMMARY

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: <p>Gainsight</p> , <p>Salesforce</p> , <p>Zendesk</p> , <p>HubSpot</p> , <p>Looker</p> , <p>Jira</p>

WORK EXPERIENCE

JUN, 2022 TO PRESENT

Customer Success Manager:

- <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 TO MAY, 2022

Customer Success Associate:

- <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 TO AUG, 2019

Technical Support Specialist:

- <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

JAN, 2013 TO JAN, 2017

University of Colorado Boulder

- *B.A. Communication*