

Sociable and experienced Customer Success Manager bringing 10+ years of experience in customer success and support. Known for cultivating strong customer relations and accustomed to defusing customer dissatisfaction and managing competing priorities with superior results. Multi-tasking Manager with a can do, collaborative attitude and skilled in mentoring team members to deliver exceptional service and building team morale through effective communication and positive performance feedback.

Seeking to leverage a wide range of experiences with customer success, marketing, strategy, and organizational skills in the position of Customer Success Manager.

## Work History

2022-02 - Present

### Freelance Marketing and Social Media Consultant

*Self-Employed, Carmichael, CA*

- Working with local small businesses to create marketing strategies and compose social media processes that work in tandem with their websites.

2018-05 - 2022-02

### Customer Success Manager

*Locable, Folsom, CA*

- Created onboarding processes for new clients on both the platforms (Publisher Network and Website/Marketing), monitored metrics, and developed actionable insights to improve efficiency and performance (reduced onboarding time by 25%).
- Created customer support strategies to increase customer retention.
- Created training videos and oversaw monthly training calls for the Publisher Network.
- Created and created new knowledge base articles for both platforms.
- Managed Level 1 and 2 Customer Support Center for help centers (approx. 20 tickets per day).
- Managed department call volume (5+ calls per day, 30+ minutes per meeting); coordinated department schedules to maximize coverage during peak hours.
- Created content - blogs, social media posts, email newsletters, articles, etcetera.
- Played instrumental role in client satisfaction by working with operational teams for proper resolution of service issues.
- Identified and communicated customer needs to development team and management team.
- Established team priorities, maintained schedules and monitored performance.

# Emma Eldridge

Customer Success Manager

## Contact

### Address

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### Phone

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### E-mail

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## Skills

Communication



Problem Solving



Creativity



Strategy



Training and mentoring



Customer Relations



Marketing



- Assisted in organizing and overseeing assignments to drive operational excellence.
- Developed detailed plans based on broad guidance and direction.
- Used industry expertise, customer service skills and analytical nature to resolve customer concerns and promote loyalty.
- Reduced workflow inconsistencies by recruiting and hiring capable staff members.
- Maintained positive customer relations by addressing problems head-on and implementing successful corrective actions.
- Communicated best practices among on-site and external personnel to align efforts and goals.
- Maintained professional demeanor by staying calm when addressing disgruntled customers.

2010-04 -  
Present

## **Marketing Director / Customer Support Manager**

*Free Fall Stage, Folsom, CA (nonprofit organization)*

- Create and oversee design and organization of social media content (photos and videos) and email newsletters.
- Oversee promotional distribution for 6+ events per year.
- Collect and analyze data from marketing campaigns.
- Manage website content and updates.
- Oversee customer support via email and phone - for patrons and actors.
- Run front of house for shows, managing ticket sales, concession sales, and collecting data on patrons (i.e. ticket type, number of attendees, etcetera).

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## **Education**

2013-09 -  
2015-12

### **Bachelor of Science: Business Administration, General Management and Entrepreneurship**

*California State University - Sacramento, CA*

Wrote and co-wrote approximately 3 Marketing Plans and 5 Business Plans for local businesses. In Strategic Management, out of 10 groups mine was chosen to present our strategic recommendations to Target executives for their Christmas season.

2010-01 -  
2013-05

### **Associate of Arts: Business Administration**

*Folsom Lake College - Folsom, CA*

- Earned a Certificate in Communication Studies.
- Member of Honor Society Phi Theta Kappa.