

Zack Griset

Senior Customer Success Manager

Denver, CO

510 - 457 - 6419 – zgriset@gmail.com

PROFESSIONAL SUMMARY

Results-oriented Senior Customer Success Manager with 8 years of experience working for SaaS companies. I am skilled in reducing churn and driving customer expansion with tailored engagement strategies. Proven track record of implementing strategic initiatives that increase customer loyalty and revenue growth. Expertise in fostering strong client relationships, leveraging data-driven insights to optimize product usage, and collaborating with cross-functional teams to enhance user experiences.

SKILLS

I am proficient in all of the following skills and software.

Customer Relationship Management: Salesforce, HubSpot, Zendesk, Customer Journey Mapping, NPS & CSAT Score Analysis

Survey Tools: SurveyMonkey, Typeform, Google Forms

Customer Feedback Platforms: Medallia, Qualtrics, UserVoice

Customer Success Platforms: Gainsight, ClientSuccess, Totango

NPS & CSAT Tools: Delighted, AskNicely, Wootric

Technical Proficiency: MS Office Suite, Slack, Zendesk, JIRA, Basic HTML/CSS, Basic Ruby, Python, C#, Javascript

Data Analysis & Reporting: Advanced Excel, Google Analytics, Zoho Analytics, Tableau

RELEVANT PROFESSIONAL EXPERIENCE

CEO - Founder

NOV 2023 - Current

Clickstorm Marketing

- Achieved 60% revenue growth by implementing data-driven marketing strategies.
- Oversaw the expansion of our team and streamlined operations, resulting in a 40% increase in productivity while reducing client project turnaround time by 30%, enhancing client satisfaction and retention rates.
- Successfully launched innovative marketing campaigns across digital channels, boosting brand visibility and engagement by 75%, which established Clickstorm as a top choice for digital marketing solutions in a competitive industry.

Customer Success Manager

FEB 2022 - OCT 2023

Crowdbotics

- Acted as the primary liaison for 50+ SMB and mid-market clients, achieving a 95% retention rate and a 20% SMB churn reduction.
- Designed and implemented a standardized playbook, improving issue resolution rates by 10% and boosting client satisfaction scores.
- Served as the go-to expert for HubSpot, Qualtrics, Webflow, and Gainsight, optimizing team reporting workflows.

Senior Customer Success Manager
AppOnboard (8 Cell Inc. acquisition)

MAY 2019 - FEB 2022

- Conducted high-impact Buildbox demos and workshops for top global executives from renowned brands, including LEGO, Disney, and Voodoo Games, showcasing the platform's potential for innovation and driving strategic adoption across various industries.
- Facilitated seamless user onboarding by leading training sessions for new users, helping thousands of non-coders to create and launch mobile games with Buildbox's no-code platform.
- Boosted customer engagement by hosting weekly live tutorials and Q&A sessions, attracting hundreds of active participants per session, enhancing community learning, and improving user retention.
- Collaborated with the marketing team to optimize video content for SEO, leading to higher search rankings and increased organic traffic.

Customer Success Manager
8 Cell Inc.

MAY 2017 - APR 2019

- Increased YouTube subscribers by 300%, driving customer engagement and retention through 200+ targeted video tutorials.
- Expanded the Buildbox community, achieving a 15% increase in user retention within the first year.

Client Services Manager
3D Group

MAR 2016 - MAY 2017

- Enhanced customer lifetime value by fostering long-term partnerships through data-driven leadership development programs and consistent follow-up support.
- Reduced client churn by identifying and addressing potential issues early, ensuring continuous client engagement and satisfaction with 3D Group's assessment tools.

EDUCATION

Bachelor of Science, Mathematics
University of California, Santa Barbara

2015
Santa Barbara, CA