

SARAH SMITH

CUSTOMER SUCCESS | DIGITAL MARKETING & OPERATIONS

CONTACT



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CUSTOMER SUCCESS

- Journey Mapping
- Voice of Customer & Partner
- Automated Digital Journeys
- Omni-channel Orchestration
- Partner GTM Integration
- Digital Scaling Engine
- Engagement Personalized to Customer Relevance
- Performance Tracking/ Reporting

CS OPERATIONS

- Rapid Response, Customer Virtual Demand Center
- CS Dashboard & Account Management
- Data Science and Predictive AI

SELECT IMPACTS

- 200% Faster Customer Adoption
- 44% Higher Product Usage Rates
- 33% Higher NPS
- 14% Higher Renewal Rates
- \$200M Incremental Revenue
- 7K Partners in Joint CX Program

AWARDS & PUBLICATION

- International Customer Experience Award 2021 (4 category winner)
- US Customer Experience Award 2022 (2 category winner)
- Global Star Award 2021
- Best of CX Award 2021

Senior Customer Experience leader helping start-ups to Fortune 500 companies build and scale their CX function to increase customer adoption and retention, improve renewal rates, and drive growth. Build guided customer experiences that orchestrate, automate and scale across platforms, data, and people leveraging data science and CS best practices.

FUNCTIONAL LEADERSHIP SUMMARY

Customer Experience (CS) - 7 yrs
Channel Marketing - 8 yrs
Corporate Communications - 15 yrs
National & Global Public Relations - 3 yrs
Start-Up / Early Growth Marketing & Communications - 4 yrs

CAREER PATH (20 years)

Alpha Company – City, ST	2007 – Present
Digital Experience Lead (2015 - present)	
Senior Marketing Manager (2011 - 2015)	
Executive Communications Manager (2010 - 2011)	
Marketing Manager (2007 - 2010)	
Bravo Company – City, ST	2004 - 2007
Marketing & Public Relations, Principal Consultant	
Charlie Company – City, ST	2004 - 2005
Marketing and Communications Director	
Delta Company – City, ST	2002 - 2004
Director of Marketing Communications	

EDUCATION, CERTIFICATIONS, MEMBERSHIPS

Customer Experience Professionals Association
Member

Certificate: Diversity, Equity & Inclusion Program
USF Muma College of Business – San Francisco, CA

Certificate: Manager Development, Exec Education
Kellogg School of Management – Evanston, IL

Bachelor of Arts, Political Science
University of California, Los Angeles — Los Angeles, CA

PROFESSIONAL EXPERIENCE

ALPHA COMPANY – City, ST

2007 - Present

Digital Customer Experience (CS) Lead

2012 - Present

Reporting to the Digital Experience Chief of Staff, hold senior responsibility for the development and implementation of CS strategy scaled through digital engagement and partners to drive growth via improved customer adoption, upsell, and renewals. Strategy includes building a digital/human hybrid customer experience with push and self-service options that accelerate customer value realization. Approach leverages journey mapping, data, orchestration, AI, data science, and predictive insights to deliver personalized engagement. Developed with coordination across company functions and delivered through award-winning connected partner approach. Founding member of company's Customer Experience function.

- Growth – \$200M increase in revenue in 1 year
- Renewals – increased renewal rate by 15%
- Adoption – accelerated customer lifecycle progression by 250%
- Reach – doubled to 70% of install based
- Customer Service – shortened response to sales inquiries from 2 weeks to 15 minutes
- Partner Adoption – Enrolled 7K partners worldwide, up from 75 in US
- Sales – created digital selling capability for Global Service Provider team

Senior Marketing Manager

2011 - 2015

Reporting to the Senior Director of the Americas, was responsible for the development and implementation of field marketing programs to grow sales of support services. Program successes centered on innovative approach combining company and partner executive sponsorship with tactical sales support. Hired and managed team of 30 services specialists.

- Delivered incremental \$350M in sales over 2 years

Executive Communications Manager

2010 - 2011

Reporting to the SVP of Sales, was responsible for all communications, including speech writing, presentations, videos, and analyst relations. Expanded engagement and influence with customers, partners, and employees.

- Grew executive favorability rating 25% in 1 year

Marketing Manager

2007 - 2010

Reporting to the Americas Field Marketing Director, was responsible for creating and implementing innovative marketing strategies to grow sales of support services (\$10B annual business). Introduced podcasting, online chats, and gamification.

- Increased sales 30%, totaling \$400M+ over 3 years

BRAVO COMPANY – City, ST

2004 - 2007

Founder and Principal Consultant

CHARLIE COMPANY– City, ST

2002 - 2004

Marketing Communications Director

DELTA COMPANY – City, ST

2000 - 2001

Corporate Marketing Director

ECHO COMPANY – City, ST

1997-2000

Senior Public Relations Manager

FOXTROT COMPANY – City, ST

1996 - 1997

Corporate Communications Director