

DAVID DANIELS

CUSTOMER SUCCESS MANAGER. TRUSTED ADVISOR. PROVEN BUSINESS LEADER.

WESTMINSTER, CO 80021 | 813.510.0071 | DMDANIELS347@GMAIL.COM | LINKEDIN.COM/IN/DAVID-DANIELS-DENVER

EXECUTIVE PROFILE

Data-driven Customer Success Manager offering 12 years of leadership, sales, and unparalleled customer retention rates within the SaaS and hospitality industries.

Adept at utilizing interpersonal skills alongside of key performance indicators to drive internal teams, organizations, and customers to success.

Deep understanding of key drivers of customer loyalty and operations to greatly reduce churn all while maximizing company profitability.

Account Management
Project Management
Customer Engagement
Client Retention
SaaS Products
C-Level Consulting
Communication
Technology and Startup Environments
Customer Service

WORK EXPERIENCE

BRONOTE, DENVER, CO | APRIL 2017 TO NOVEMBER 2017

B2C and B2B company offering mechanically handwritten cards utilizing a commercial grade handwriting machine to send handwritten cards on-the-go or in mass quantities – dissolved company after not hitting 6-month revenue goals.

Founder & CEO

Tested, designed, and built website to maximize the customer experience

- Demoed five platforms and ultimately landed on WordPress which provided the best customer experience and mobile optimization

Tested several different markets and industries to determine appropriate strategy

- Closed deals with personal memberships, account managers, and ultimately attacked lucrative non-profit vertical prior to dissolving

Pivoted from B2C to B2B to generate a greater marketing ROI

- Worked with client on automation and creating an API to streamline the process and increase revenue per order 10x

GUEST RESEARCH, GREENWOOD VILLAGE, CO | JULY 2016 TO JUNE 2017

Small business SaaS company utilizing NPS and other survey methodologies to develop, implement, and analyze survey results and customer data to drive loyalty and revenue across multiples industries with \$1MM in revenue.

Senior Account Manager

Recruited to learn and assume the President's responsibilities thereby taking over company operations

- Created and fostered relationships with key account stakeholders, industry leaders, and national associations to further establish our brand resulting in two new growth verticals and a 10% increase in revenues

Consulted C-Level executives on business strategy to add value to their products and consistently show a successful ROI

- Performed analysis and reporting for executives while maximizing product engagement and usage with management and staff resulting in 100% retention

Charged with reducing churn and increasing account revenues by upselling and cross-selling additional products

- Created and presented product demonstrations to existing clients in order to increase revenues by 15%

NAVIS, ORLANDO, FL | MAY 2014 TO JUNE 2016

SaaS company headquartered in Bend, OR offering call center solutions, marketing software, and reservation sales software to ranging from small businesses to Fortune 500 companies with over \$30MM in revenue.

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| Responsible for the retention of key accounts utilizing multiple products and totaling \$1.7MM | ▣ Provided white-glove service for clients, going above and beyond job responsibilities, in order to lead the entire client success department and retain 100% of my clients throughout my tenure |
| Consulted all levels of organizations ranging from C-Level to sales agents and serving as their Trusted Advisor | ▣ Conducted thorough and insightful data analyses and made recommendations to optimize strategic NAVIS software solutions with a focus on achievement of client's monthly, quarterly, and annual goals. Exceeded goals by as much as 30%. |
| Performed quarterly business reviews with clients to increase product engagement and usage | ▣ Navigated internal departments along with publicly held client organizations to determine the scope of client needs and capabilities to maximize ROI |

BRITTAIN RESORT MANAGEMENT | MAY 2006 TO AUGUST 2013

Resort Management company in Myrtle Beach, SC offering 10 full service resorts with 3,500 total rooms and 2 million annual guests.

Resort Manager, Mar Vista Grande (2011 to 2013)

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| Opened and operated a full-service oceanfront resort under our management umbrella | ▣ Implemented new operating procedures with customer-focused ideology and was awarded the AAA 4 Diamond rating in November of 2012 |
| Leveraged partnerships locally and nationally to gain exposure for the resort | ▣ Took resort from a non-existent TripAdvisor rating (prior to my management) to a current rating of #2 in the city (top 4%) |
| Charged with increasing condo-owner revenues to ensure retention | ▣ Increased year over year revenues by an average of 20% by implementing rate strategy and marketing plans |

Revenue Manager, Ocean Reef Resort and Caribbean Resort (2009-2011):

Accountable for top line revenues of two \$10+MM full-service resorts. Managed 15-20 sales agents, creating KPIs and incentive plans to maximize sales. Recorded the highest revenues in the history of the resort all amidst an economic recession - FY 2011 saw an increase in growth of 10% over previous year.

Evening Operations Manager, Ocean Reef Resort (2006-2009):

Oversaw evening operations for a 334-room full-service resort. Solely responsible for maximizing the customer experience during the evening hours of the resort. Recognized for largest increase in Customer Satisfaction Scores throughout the company. Developed an annual marketing campaign, to include the introduction of discounts for booking online, which was then adopted by the entire company.

EDUCATION

BS, Hospitality Management, University of Central Florida, Orlando, FL