

PROFESSIONAL EXPERIENCE

QUADRANT 2

New York, NY
May-Nov. 2019

SENIOR CUSTOMER SUCCESS MANAGER

- Managed relationships with top-tier clients including the ACLU of Texas, United for Respect, and major U.S. and Australian labor unions. Joined as full-time employee #5 and the first customer success hire for a civic tech company.
- Secured a \$125,000 expansion opportunity with a high-value client that was at significant risk of churning. Eliminated churn risk by finalizing Quadrant 2's first Service Level Agreement (SLA), in coordination with Quadrant 2's legal counsel.
- Managed the release of a critical mobile app update in order to achieve compatibility with iOS 13. Coordinated the work of on-site and offshore developers and served as lead project manager for this same release.
- Supervised the localization process for key iOS and Android apps in order to optimize the user experience for Spanish speakers.

LIM STRATEGIES

New York, NY
Nov. 2017-April
2019

FOUNDER & PRINCIPAL

- Trained mid/senior-level staff at organizations such as GLAAD, with an emphasis on leveraging SaaS tools to better engage donors and existing supporters.
- Advised clients on streamlining their CRM integrations with other third party software systems, resulting in an overall cost savings of \$35,000.
- Led all aspects of project management while overseeing the website redesign process for local nonprofit and advocacy organizations.
- Implemented HubSpot as the first-ever CRM system for a Florida-based manufacturing and ecommerce company. Streamlined the company's social media marketing initiatives and piloted a customer-facing email newsletter.

UPLAND SOFTWARE

Mobile Commons

Brooklyn, NY
July 2015-Sept. 2017

CUSTOMER SUCCESS MANAGER (UPLAND MOBILE MESSAGING DIVISION)

- Increased the total value of assigned portfolio of accounts from \$500,000 to \$750,000 during a 2-year period, while consistently maintaining a Net Promoter Score (NPS) that exceeded Upland's corporate standard.
- Identified lapsed SaaS contracts and proactively reached out to relevant clients in order to lock in Annual Recurring Revenue (ARR) that would have been lost.
- Generated over \$50,000 in new revenue and created unlimited potential for future sales to U.S. government agencies by spearheading the addition of Upland's SaaS products to the General Services Administration (GSA) Schedule.
- Translated customer expectations into engineering specifications and beta tested 10 key new platform features, which were later released into production.

NATIONBUILDER

Los Angeles, CA
Mar. 2014-April
2015

CUSTOMER SUCCESS MANAGER

- Grew revenue associated with my assigned portfolio of 100 accounts, driving Canadian adoption of an U.S.-based SaaS product.
- Converted 40% of trials into paying customers by providing an outstanding level of client service and support.

- Drove platform adoption by French and Spanish-speaking users by collaborating with software engineering team members and NationBuilder's network of developers who specialized in multilingual site design.

LIM GLOBAL EDUCATION

Nanjing, China
June 2011-Feb. 2014

FOUNDER & PRINCIPAL

- Conducted 1000+ hours of group and one-on-one training sessions designed to prepare Chinese high school students for American university life and to enhance the cross-cultural communication skills of Chinese professionals.
- Negotiated corporate training contracts with mid/senior-level Chinese executives from Fortune Global 500 companies including Ericsson, Canon and HP (Hewlett-Packard).

EDUCATION

NEW YORK UNIVERSITY

Master of Science: International Relations (including a summer study abroad program in mainland China).

COLORADO STATE UNIVERSITY

Bachelor of Arts: Political Science and Spanish (including 1 semester in Spain).

SKILLS AND CERTIFICATIONS

- Experienced in leading client-facing webinars and SaaS product demos.
- Skilled in the use of JIRA, Trello, Slack, Confluence, Salesforce, HubSpot, NationBuilder, Wordpress, and Zendesk.
- Familiar with Agile development and project management methodology.
- Salesforce Administrator Certification (in progress).
- Knowledgeable about the process of development, beta testing and release for iOS and Android mobile applications.
- Bilingual (Spanish/English); basic proficiency in French and Mandarin Chinese.

COMMUNITY LEADERSHIP

NEW YORK CARES

New York, NY
2016-Present

TEAM LEADER

Facilitate U.S. citizenship clinics at venues including the Flushing (Queens) Library, the Chatham Square (Manhattan) branch library, and the Brooklyn Public Library.

VETERATI AND TRAVIS MANION FOUNDATION

New York, NY
2015-Present

CAREER AND PROFESSIONAL DEVELOPMENT MENTOR

As a veteran spouse with several family members who have also served, I volunteer to coach veterans and military family members who can benefit from receiving assistance with revising their resumes and preparing for job interviews.