



EMMA PEREZ

Customer Success Manager

CONTACT INFORMATION



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KEY SKILLS

- Enterprise account management
- Net revenue retention
- Executive sponsor mapping
- Value realization frameworks
- Salesforce
- Gainsight
- Catalyst
- QBR design
- Customer advisory boards
- Renewal negotiation
- Cross-functional program leadership

ABOUT ME

Senior CSM with 9 years across martech and analytics SaaS, currently managing strategic enterprise accounts in the \$250K-\$1.2M ARR band. Track record of turning new-logo deployments into multi-year expansion stories through executive alignment and disciplined value tracking.

PROFESSIONAL EXPERIENCE

Senior Customer Success Manager, Enterprise

Quoros Analytics, Salt Lake City, UT | 2021 - Present

- Manage 14 enterprise accounts totaling \$9.8M ARR with net revenue retention of 121% over the trailing four quarters
- Led the save of a Fortune 500 retailer flagged for non-renewal, recovering a \$640K contract through a joint success plan with the CRO
- Co-built a value-realization framework with Marketing that became the standard QBR deck across the enterprise segment
- Partner with Product on a customer advisory board of 9 design partners; their feedback shaped two of last year's major releases
- Coach four CSMs on enterprise renewal motion and executive sponsor mapping

Customer Success Manager

Mapledock Marketing Cloud, Boise, ID | 2018 - 2021

- Carried a 28-account commercial book and grew expansion ARR by roughly 40% year over year for two consecutive years
- Reduced time-to-value on the standard implementation from about 95 days to 58 by rebuilding the kickoff template
- Ran the first internal certification program for new CSMs; eight of the first cohort were still on the team two years later
- Acted as the customer voice in sprint reviews for the campaign-attribution module

Implementation Consultant

Mapledock Marketing Cloud, Boise, ID | 2016 - 2018

- Delivered 35+ mid-market implementations including data migrations from legacy ESPs
- Wrote the runbook that the Professional Services team still uses for HubSpot-to-Mapledock migrations
- Hit a billable utilization target north of 80% across two fiscal years

EDUCATION

M.B.A., University of Utah, 2018

B.A. in Economics, Boise State University, 2015