

Alexander Mandel

Sr. Customer Success Manager

Team-Oriented Customer Success Manager with 5+ years of experience proactively managing the lifecycle of customers for Software-as-a-Service (SaaS) companies. Critical thinker with 2+ years of enterprise management experience at a fast-paced hypergrowth startup. Forward-thinking leader and self-motivated top performer across all Key Performance Indicators (KPIs) and Company Objectives and Key Results (OKRs).

Experience

Apr 2016 - present **Sr. Customer Success Manager**

PatientPop

Achievements

- Highest CSM OKR Attainment
- Top Net Promoter Score (NPS)
- Highest retention rate
- Highest expansion revenue
- Defined, developed, and managed the onboarding process for rollout of professional social media and blogging services, leveraging both Salesforce and Gainsight. Lead process training for the Customer Success (CS), Implementation, Digital Marketing, Quality Assurance, and Finance teams
- Collaborated with our product marketing team to develop customer-facing social media resources. Lead training for our sales and CS teams on leveraging those resources when discussing the value of the expansion service with customers
- Conducted a retrospective on our social media service with C-level executives
- Developed and presented a live client-facing webinar alongside our Director of Local SEO and Marketing, speaking to company's blog services entitled Blogging For Healthcare Providers – The Ultimate How-To Guide

Responsibilities

- Own the customer lifecycle, ensuring product adoption, retention, and customer satisfaction for over 145 customers, representing a total of \$2,000,00+ in Annual Recurring Revenue
- Lead Customer Success Manager (CSM) department involvement for company projects, working with cross-functional teams such as product, sales, marketing, support, and onboarding
- Mentor and coach new CSMs on our product and CSM Best Practices
- Analyze, monitor, and improve customers' website performance, online visibility, and online reputation
- Establish a trusted advisor relationship and strategic partnership with customers
- Identify and manage opportunities to expand recurring revenue

May 2013 - Mar 2016 **Account Manager**

Transform Group (formerly SocialRadius)

- Work with clients to create and execute a Social Media and Public Relations (PR) strategy that collaborates with marketing and advertising campaigns
- Research and analyze top influencers, competitors, and trends in clients' industries
- Build relationships with key media contacts
- Create optimized, engaging, and well-timed content to increase visibility and engagement
- Monitor sites for customer service opportunities and initiate conversations on behalf of the client

Personal Info

Location

Los Angeles, CA

Phone

818-216-8004

E-mail

alexander.mandel@me.com

LinkedIn

www.linkedin.com/in/alexandermandel

Skills

Enterprise Customer Relationship Management

SaaS Customer Motion

Enterprise Account Management

Salesforce

Gainsight

Leadership

Communication and Collaboration

Customer and Product Advocacy

Process Development and Implementation

Sales

Conflict Resolution

Project Management

G Suite and Microsoft Office, including PowerPoint and Excel

Online Marketing

Search Engine Optimization (SEO)

Social Media Management

Google Analytics

Brand Development

Content Marketing

Blogging

Email Marketing

Search Engine Marketing (SEM)

Public Relations (PR)

Copywriting

Online Research

- Analyze and report Social Media and PR activities on a monthly basis

Mar 2012 - Associate Pension Consultant

Mar 2013 *Pension Consulting Alliance*

- Provide comprehensive administrative and consulting services to clients
- Assist plan auditors with reconciliation of plan financial transactions
- Prepare and check plan statements

Education

Sep 2010 - Claremont Graduate University, Marketing, MBA

May 2012

Sep 2006 - University of California, Santa Barbara, Psychology, BA

May 2009

Basic Coding and Web Design

Accounting

Bookkeeping