

Skylar Sportsman | Client Success Manager

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EDUCATION

- **Bachelor of Science in Digital Media**
University of Houston / May 2019
- **Organizational Leadership and Supervision Minor**
University of Houston / May 2019
- **Associate of Arts**
Moberly Area Community College / May 2016

EXPERIENCE

● Client Success Manager

Best Bee Ai/ Sacramento, CA / 2023-2024

- Played a pivotal role in shaping internal marketing and client success operations, leveraging 8 years of marketing industry knowledge and 10 years of client support experience.
- Successfully supported a diverse Global Marketing Operations (MOPs) team, achieving an outstanding 90.4% client retention rate handling 96 accounts during a company acquisition, prioritizing satisfaction and loyalty.
- Conducted regular strategic consultancy meetings with clients, addressing goals, challenges, and opportunities, resulting in improved satisfaction and increased sales. Collaborated closely with the sales team to implement Sales Operations (SOPs) improvements.
- Spearheaded new business initiatives by creating comprehensive marketing service proposals, conducting virtual pitches via Google Meets, and implementing strategic pricing models.
- Implemented streamlined productivity tracking tools for Marketing Automation (MA), CRM, Operations Management (OM), and Project Management, ensuring timely project completion.
- Automated monthly client reports and project scopes, utilizing presentation skills to drive positive growth.
- Identified pain points through data analysis and customer feedback, implementing improvements in client marketing strategies for increased online traffic and enhanced lead generation.
- Regularly strategized with cross-functional teams, senior partners, and stakeholders in weekly business review meetings, accelerating business process improvements.

● Marketing Coordinator

DrCatalyst/ Sacramento, CA / 2022-2023

- Improved SOPs for diverse marketing departments, showcasing a deep understanding of operational efficiency and process optimization.
- Played a key role in achieving an exceptional 98.7% client retention rate within the first year, prioritizing satisfaction and loyalty, supporting and maintaining 84 key B2C client relationships.
- Effectively led and supported a diverse Global Marketing Operations (MOPs) team, demonstrating robust leadership abilities to guide professionals with diverse backgrounds to success.
- Responded promptly to daily client inquiries and customer complaints, maintaining consistently high customer satisfaction levels.
- Contributed to marketing strategy development by aligning with client brand identity and ROI goals, identifying trends, and implementing impactful strategies.
- Implemented enhancements in client marketing strategies by leveraging AI to streamline content creation, contributing to efficient and innovative solutions.
- Enhanced client marketing strategies through quantitative data analysis and customer feedback, significantly boosting online traffic and lead generation.
- Conducted routine strategic consultancy meetings with clients to address goals, challenges, and opportunities, leading to enhanced customer satisfaction and increased sales. Regularly strategized with cross-functional teams and senior partners in weekly business review meetings, actively contributing to business process improvements.
- Collaborated closely with the sales team to identify upsell and cross-sell opportunities, showcasing a holistic approach to revenue growth.

PROFESSIONAL OVERVIEW

A self-motivated, integrated client success and marketing professional with a demonstrated track record in global client management and marketing experience across diverse industries. I've excel in shaping marketing strategies for up to 95 B2B and B2C clients, consistently achieving 5-star satisfaction with a retention rate exceeding 90%. To surpass expectations my secret blend is closely aligning with the objectives and values that resonate with the target audience and clients, leveraging my skills in strategy, creativity, empathy, and data-driven insights. Dedicated to ongoing professional development, I bring a dynamic skill set to elevate marketing strategies and client success.

EXPERIENCE

Marketing Manager

Empirical Prime Holdings / Kansas City, MO / 2021-2022

- Promoted to Marketing Manager from a strategic Content Marketing Specialist within 5 months.
- Spearheaded B2B Lead Generation for two companies simultaneously, leading the development and execution of campaigns to fuel both sales pipelines.
- Enhance website conversion rates through strategic updates to structure, design, and content. Conduct thorough data analysis using Google Analytics to inform and drive optimizations.
- Develop and implement cost-effective lead-generation plans through SEO, email marketing, PPC, and social media.
- Rigorously measured lead and customer acquisition costs per marketing channel, adjusting spending for optimal ROI through tracking in excel.
- Enhance website conversion rates through strategic updates to structure, design, and content. Conduct thorough data analysis using Google Analytics to inform and drive optimizations.
- Manage e-commerce activities, updating website content, inventory, and engaging in LiveChat with customers.

Member Assistant Center Representative

Shell Federal Credit Union / Houston, TX / 2019-2021

- Received a 5-star customer satisfaction rating through voice communications.
- Professionally handled a minimum of 125 incoming credit union calls per day, providing information and cross-selling products.
- Completed customer insight report and input documentation at minimum 125 units of detailed sensitive data per day.
- I effectively communicated and coordinated problem resolution across departments while maintaining confidentiality in a fast paced environment.
- Independently spearheaded client success initiatives by addressing and resolving customer needs efficiently.
- Trained new hires on company-specific policies, procedures, and compliance guidelines

REFERENCES

Professional References

Available Upon Request

HARD SKILLS

Account Management
Artificial Intelligence (Ai)
Business Process Improvement
Business Initiatives
Client-Centric Approach
Client Relationship Development
Client Retention Strategy
Customer Experience Optimization
Customer Support and Solution Strategy
Customer-User Advocacy
Digital Marketing
Feedback Analysis and Implementation
Global Client Management
Google Analytics
G Suite
Lead Generation
Management Consulting
Marketing Analytics
Marketing Automation
Marketing Coordination
Market Research
Presentation Skills
Product Development
Product Knowledge
Product Strategy
Project Management
Productivity Software
Sales Skills
Social Media Management
Team Management and Development

SOFT SKILLS

Attention to Detail
Continuous Learner
Creative Problem Solving
Cross-Cultural Communication Skills
Critical Thinking
Easily Adaptable
Effective Communicator
Empathic Design
Flexible Approach
Highly Organized Workflow and Tracking
Innovative Thinker
Interpersonal Communication
Leadership Skills
Negotiation Skills
Self-Motivated Mindset
Stress Management
Strong Time Management and Multitasking
Team Collaborator
White Glove Hospitality and Service Mindset
Workload Prioritization