
712- 490-5050 • lauren@thelovinglotus.com • Denver, CO 80204

Dedicated and results-driven with a passion for process implementation and improvement. Leveraging a background in customer success management, I aim to contribute my expertise in optimizing operational efficiency and enhancing client satisfaction. With a strong track record in cross-functional collaboration and innovative problem-solving, I am committed to driving organizational success through continuous process enhancement and client-centric strategies.

Education

May '15 - Northwest Missouri State University

MASTERS OF BUSINESS ADMINISTRATION

May '13 - Northwest Missouri State University

BACHELOR OF SCIENCE, BUSINESS MANAGEMENT & MARKETING

Experience

CUSTOMER SUCCESS MANAGER | ZONEREPORTING, REMOTE

APR '22 - FEB '24

- Spearheaded Smartsheet integration initiatives across our Customer Success Management (CSM) department, serving as the go-to authority for all Smartsheet-related projects
- Directed the comprehensive management of a diverse book of business, comprising 200+ clients and generating over \$3.3 million in ARR
- Pioneered proactive process enhancement strategies, leveraging keen analytical insights to identify operational bottlenecks and implement innovative solutions, resulting in heightened client satisfaction metrics and streamlined operational workflows
- Orchestrated a multifaceted operational portfolio, encompassing interim project management, technical resource allocation, client support, and system consolidation efforts, driving cohesive operational excellence and maximizing efficiency across the organization

CUSTOMER EXPERIENCE MANAGER | ADURO, REMOTE

JUL '21 - APR '22

- Strategically oversee revenue management totaling \$2.7 million across diverse employer accounts, ranging from 400 to 10,000 lives, ensuring meticulous attention to financial detail and optimizing profitability
- Navigate and uphold stringent governance and compliance regulations while spearheading high-impact employee programs, orchestrating seamless execution while adhering to regulatory standards to mitigate risk and drive organizational success
- Innovatively leverage Smartsheet automation capabilities to enhance reporting accuracy, providing critical insights to the Executive Leadership Team (ELT) for informed decision-making within Customer Success Management (CSM) operations
- Serve as the primary architect and superuser of HubSpot, crafting customized playbooks, sequences, and a suite of automation solutions, empowering teams with streamlined workflows to drive efficiency and maximize productivity across the organization

SENIOR CLIENT EXPERIENCE MANAGER | ALIGHT ANALYTICS, KANSAS CITY

JUL '20 - JAN '21

- Assist in training for all new Client Experience Managers
- Responsible for \$885k in revenue as day to day contact for 15+ clients
- Help setup, create, send, and reconcile \$6.6 million in invoicing each month for all clients
- Immersed in client's business to recognize growth opportunities and provide strategic guidance on analytics practice
- Collaborated closely with the report, data, and web development teams to ensure ongoing quality products and services are being delivered to clients

PROJECT MANAGER | ALIGHT ANALYTICS, KANSAS CITY

MAY '19 - JUL '20

- Proactively identify and escalate operational risks while orchestrating seamless collaboration with internal and external stakeholders, ensuring timely resolution and mitigating potential disruptions to business operations
- Collaborated on 6-8 cross-functional projects spanning across departments, leveraging strong communication and organizational skills to drive successful project outcomes
- Championed the identification, review, and implementation of streamlined processes and procedures, optimizing operational performance and fostering a culture of continuous improvement to meet evolving business needs
- Direct the development and execution of comprehensive project plans, aligning with stakeholder requirements and leveraging adept problem-solving skills to overcome challenges and drive project success within defined timelines

CLIENT SOLUTIONS SPECIALIST | ALIGHT ANALYTICS, KANSAS CITY

JUL '18 - MAY '19

- Demonstrated comprehensive oversight of all projects within designated client portfolios, emphasizing meticulous organization, ownership, and unwavering commitment to client success, fostering long-term partnerships and driving business growth
- Acted as the primary point of contact for over 20 client accounts, facilitating productive discussions on project scope, requirements, and requests, ensuring seamless communication channels and exceeding client expectations
- Generated detailed reports to monitor project budgets of up to \$50,000, meticulously tracking expenditures and identifying potential risks, thereby safeguarding financial integrity and optimizing resource allocation to drive project efficiency and profitability
- Led seamless client onboarding processes from Sales handoff, ensuring continuity of momentum and fostering trust through transparent communication and proactive engagement, laying a solid foundation for successful long-term client relationships

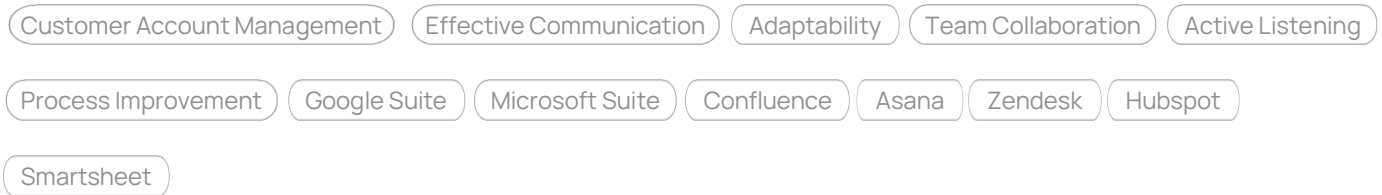
MARKETING COMMUNICATIONS MANAGER | DIRECT CELLARS, KANSAS CITY

AUG '17 - JUL '18

- Orchestrated the creation and distribution of impactful semiweekly emails, achieving an impressive average open rate of 25% and a click-through rate (CTR) of 5%, effectively driving engagement and nurturing customer relationships to support operational objectives
- Spearheaded consistent weekly updates for a sizable membership base of 27,000 individuals, leveraging strategic content generation to support the launch of new programs and initiatives, fostering community engagement and reinforcing brand loyalty
- Identified cost-saving opportunities through meticulous analysis of communication strategies, resulting in a significant company savings of \$10,000 by refining communication filters tailored to specific markets, optimizing operational efficiency and resource utilization

- Generated over \$250,000 in revenue through successful sales efforts, pitching to and securing partnerships with more than 400 businesses, demonstrating strong negotiation skills and strategic business acumen
- Leveraged Salesforce to its fullest potential, effectively managing a pipeline of over 1,000 businesses, strategically nurturing leads across diverse industries to optimize revenue generation and drive business growth
- Conducted thorough qualification and recommendation processes for over 450 businesses, showcasing expertise in identifying ideal partnerships and aligning offerings with client needs, resulting in enhanced operational efficiency and increased sales conversions

Skills



Awards



References

Amanda Bun

Zone&Co

Sr. Director, Global Customer Success Former Director At Zone&Co

amandabun@zoneandco.com

Lindsey Shapiro

Rubrik

Senior Manager, Sales Enablement Former Manager At Yelp

lindseyshap@gmail.com

Leanna Morken

ChannelMix

Vice President, Client Operations Former Manager At Alight Analytics

LeannaMorken@gmail.com

Callie Felder

Zone&Co

Operations Manager Former Colleague At Zone&Co

Calliefelder@gmail.com

Tanna Johnson

Self

Consultant Former Manager At Direct Cellars

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