

# Gretchen Fisk

## Contact

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## Education

### BS TELECOMMUNICATIONS

University of Florida | August 2012 - May 2016

Summa Cum Laude

### BA POLITICAL SCIENCE

University of Florida | August 2012 - May 2016

Summa Cum Laude

## Skills

### CLIENT MANAGEMENT

Salesforce

Contract negotiation

SaaS customer onboarding & retention

Empathy, patience & dependability

Executive level presentations

### PROJECT & PRODUCT MANAGEMENT

Jira, Asana & Trello

Ecommerce optimization

Organization & adaptability

Product QA

Working with technical teams

### MARKETING

SEM & SEO best practices

Illustrator & InDesign

Facebook & LinkedIn advertising

Google Analytics & Google AdWords

ActiveCampaign, MixMax, Reply.io,

Sendgrid, MailChimp & Elastic Email

## Experience

### SENIOR CLIENT SUCCESS MANAGER

#### Web Scribble | March 2020 - Present

- Ensures and fully owns the onboarding and contract renewal for a high volume of enterprise clients
- Maintains high levels of engagement with key stakeholders to continually build long-term business relationships and increase customer loyalty measured by NPS
- Analyzes data from internal sources to identify and proactively communicate with customers to act upon new opportunities or potential risks and focus on revenue expansion
- Developed entire customer onboarding and renewal playbook for department while creating other assets like case studies, videos and customer references
- Aligns all CSM operations closely with development, product and sales teams to strategically increase revenue through customer expansion and product adoption which in turn better serves all our end users
- Manages and trains personnel on CSM and technical teams

### CLIENT SUCCESS MANAGER

#### Web Scribble | April 2018 - March 2020

- Decreased the time to launch new clients by 47% within first year through streamlined processes and improved project management department-wide
- Provided recruiting industry strategy and best practices to clients while explaining advanced technological and recruiting industry concepts
- Achieved negative churn through revenue expansion, increased product adoption and securing long-term renewals from key customers
- Frequently traveled for in-person QBRs with top tier clients

### MARKETING STRATEGIST

#### Web Scribble | May 2017 - April 2018

- Facilitated complete website redesign and comprehensive branding guide within first 90 days in position
- Wrote and edited 165+ blog articles increasing readership by 348%
- Created 75+ email marketing campaigns each month for 50+ clients such as Adweek Jobs and AARP
- Attended and coordinated all planning, promotion, marketing, and logistics for 15+ events per year across the country

### MARKETING ASSISTANT

#### Outbound.ai | July 2016 - May 2017

- Launched multi-step cadence marketing campaigns to 10K+ leads each month while coordinating social media interactions and calls
- Managed and wrote sales and tech focused content for the Outbound Sales blog to drive inbound traffic towards content downloads to build the inside sales pipeline
- Optimized client base organization to minimize churn and ensure growing recurring revenue each month

### ASSISTANT EDITOR

#### University of Florida Graduate School | March 2014 - June 2016

- Assisted in the editing process of 500+ doctoral dissertations and master's theses per semester while ensuring students adhered to strict Graduate School deadlines and requirements
- Handled all administrative tasks including fielding calls, social media messages, inbound calls and other requests from school programs