

Olivia Bennett

Customer Success Manager

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Summary

Customer Success Manager with 7+ years driving retention and growth for B2B SaaS platforms. Track record of cutting logo churn in half, expanding account value through consultative upselling, and building the playbooks and health-scoring frameworks that scale a CS organization. Fluent in Gainsight, Salesforce, and outcome-based renewal negotiation.

Core Competencies

- Churn Reduction & Retention Strategy
- Account Expansion (Upsell / Cross-sell)
- Executive Business Reviews (EBRs)
- Onboarding & Product Adoption
- Renewal Forecasting & Negotiation
- Customer Health Scoring
- Voice-of-Customer Programs
- Cross-functional Stakeholder Management

Professional Experience

Senior Customer Success Manager

Mar 2022 – Present

Nexa – Austin, TX

- Own a \$8.2M ARR portfolio of 45 enterprise accounts; cut annual logo churn from 14% to 6% by rebuilding the at-risk escalation process and quarterly health reviews.
- Drove \$1.2M in expansion revenue over two years through consultative upsell and cross-sell motions tied to measurable customer outcomes.
- Redesigned the onboarding playbook, reducing average time-to-first-value from 60 days to 32 days across all new enterprise logos.
- Led EBRs with C-suite stakeholders at 20+ strategic accounts, sustaining a 96% gross renewal rate and a 68 NPS across the book.
- Mentored a team of 3 junior CSMs and built the renewal forecasting model now used company-wide in Salesforce.

Customer Success Manager

Jul 2019 – Mar 2022

Vertex – Austin, TX

- Managed a \$5.0M ARR book of 60 mid-market accounts, achieving a 94% gross renewal rate against a 88% team average.
- Partnered with Product and Data Science to launch a churn-risk scoring model, reducing at-risk-account churn by 28% in its first year.
- Rolled out Gainsight health scores across the full portfolio, standardizing red/yellow/green account triage for the entire CS team.
- Ran onboarding for 25+ new logos per quarter, consistently beating the 45-day activation SLA.

Associate Customer Success Manager

Jun 2017 – Jul 2019

Synapse – Austin, TX

- Managed onboarding and adoption for 120+ SMB accounts in a high-volume, low-touch CS motion.
- Increased product adoption rate by 35% by launching a recurring customer training webinar series.
- Maintained a 4.7/5 average CSAT across 500+ support and success interactions.

Tools & Platforms

CRM & CS: Salesforce, Gainsight, HubSpot, ChurnZero • **Support:** Zendesk, Intercom • **Analytics:** Tableau, Looker • **Collaboration:** Slack, Asana, Confluence

Education & Certifications

B.A. in Communications

University of Texas at Austin

Graduated May 2017

Certifications

Gainsight Certified Administrator (GCX)

CCSM Level 2 – SuccessCoaching

HubSpot Customer Success Certification