

Maya Chen | Strategic Customer Success Manager | SaaS Retention & Expansion

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Basics

Customer Success Manager with 6+ years of experience driving retention, product adoption, and expansion revenue for B2B SaaS companies. Skilled at building trusted relationships with executive stakeholders and translating customer goals into measurable business outcomes.

- Manage a \$4.2M book of business across 45 mid-market and enterprise accounts, consistently exceeding net revenue retention targets.
- Designed a customer health scoring model that reduced churn by 18% and increased expansion pipeline by 32%.
- Lead cross-functional initiatives with Product, Sales, and Support to improve onboarding, QBRs, and customer advocacy.
- Known for data-informed storytelling, empathetic communication, and a proactive, solution-oriented approach.

Education

University of Washington

<https://www.washington.edu>

Bachelor, Business Administration and Marketing, Score: 3.7

Sep 2014–Jun 2018

- Graduated cum laude with a focus on customer strategy and B2B marketing
- Completed capstone project on reducing churn in subscription-based businesses
- Served as vice president of the undergraduate marketing association

Courses: Customer Relationship Management, Organizational Behavior, Data Analytics for Business, Negotiation and Conflict Resolution, Marketing Analytics, Project Management, Business Communication, Consumer Behavior

Work

CloudLoop

<https://www.cloudloop.com>

Senior Customer Success Manager

Mar 2021–Present

- Own strategic relationships with 45 enterprise and mid-market accounts representing \$4.2M in ARR
- Achieved 118% net revenue retention in FY2023 through proactive renewals, upsells, and multi-threading
- Built a customer health score model using product usage, support tickets, and NPS to prioritize risk and growth
- Facilitate executive business reviews and quarterly success plans with C-level stakeholders
- Partner with Product to relay customer feedback, influencing roadmap decisions for three major releases
- Mentor two customer success associates and lead onboarding for new CSM hires

Keywords: Customer Health Scoring, QBR Facilitation, Churn Reduction, Upsell & Cross-sell, Executive Business Reviews, Renewal Management, Team Leadership

BrightDesk

<https://www.brightdesk.com>

Customer Success Associate

Jun 2018–Feb 2021

- Managed a portfolio of 80 SMB accounts with a combined ARR of \$1.1M
- Improved onboarding completion rate from 62% to 89% by redesigning the welcome journey
- Reduced average first-response time from 8 hours to 45 minutes by implementing triage workflows
- Conducted quarterly business reviews and identified expansion opportunities totaling \$240K
- Documented 30+ help center articles and led customer webinars on best practices

Keywords: Onboarding, SMB Accounts, Customer Journey Mapping, Support Triage, Webinars, Expansion Revenue, Product Adoption

Languages

English: Native or Bilingual Proficiency

Keywords: Native speaker

Spanish: Full Professional Proficiency

Keywords: DELE B2

Mandarin: Limited Working Proficiency

Keywords: Conversational

Skills

Customer Success Management: Expert **Keywords:** Customer Health Scoring, QBR Facilitation, Churn Reduction, Renewal Management, Executive Business Reviews, Customer Journey Mapping

Account Growth: Advanced **Keywords:** Upsell & Cross-sell, Expansion Revenue, Account Planning, Negotiation, Stakeholder Management, Customer Advocacy

Data & Analytics: Advanced **Keywords:** Salesforce, Gainsight, Looker, SQL, NPS, CSAT, SaaS Metrics

Leadership & Collaboration: Advanced **Keywords:** Team Leadership, Mentoring, Cross-functional Collaboration, Process Improvement, Project Management, Communication

Tools: Intermediate **Keywords:** Zendesk, Jira, Slack, HubSpot, Google Workspace, Notion

Awards

Customer Success Leader of the Quarter

CloudLoop

Jun 2023

Recognized for achieving the highest net revenue retention and expansion attainment across the customer success team in Q2 2023.

President's Award for Service Excellence

BrightDesk

May 2019

Awarded for outstanding customer satisfaction scores and for leading a cross-team initiative that improved onboarding efficiency.

Certificates

Certified Customer Success Manager (CCSM)

<https://www.successcoaching.com/certified-customer-success-manager>

SuccessCOACHING

Feb 2022

Customer Success Certification

<https://academy.hubspot.com/courses/customer-success>

HubSpot Academy

Sep 2021

Salesforce Certified Administrator

<https://trailhead.salesforce.com/credentials/administrator>

Salesforce

Nov 2020

Publications

Customer Success Collective

<https://www.customersuccesscollective.com/retention-playbook>

The Retention Playbook for Mid-Market SaaS

Mar 2023

- Practical framework for diagnosing churn risk using product usage, support signals, and stakeholder maps
- Includes templates for health scores, executive business reviews, and renewal negotiations
- Featured in the Customer Success Collective weekly newsletter

Projects

Customer Health Score 2.0

<https://www.cloudloop.com/customer-health-score-2.0>

Redesigned the customer health scoring model to predict churn and expansion more accurately.

Jan 2023-Present

- Consolidated data from Salesforce, Gainsight, Zendesk, and product analytics into a single health score
- Built a weighted model with 12 signals, including login frequency, support sentiment, and executive engagement
- Reduced false-positive risk alerts by 40% and increased CSM efficiency by 15%

Keywords: Health Score, Churn Prediction, Salesforce, Gainsight, Data Modeling

CSM Onboarding Portal

<https://www.cloudloop.com/csm-onboarding-portal>

Internal portal that centralizes onboarding resources, playbooks, and certification paths for new CSMs.

Apr 2022-Present

- Reduced new CSM ramp time from 12 weeks to 7 weeks
- Standardized onboarding checklists, call frameworks, and product certification milestones
- Adopted by the entire customer success organization across three regions

Keywords: Onboarding, Enablement, Documentation, Process Design

Interests

Community Building: Customer Success Meetups, Mentorship, Networking

Content Creation: Podcasting, Writing, Video Editing

Wellbeing: Yoga, Hiking, Meditation

Travel: Cultural Exploration, Food, Photography

Volunteer

Women in Customer Success

<https://www.womenincustomersuccess.org>

Mentor

Jan 2022–Dec 2023

- Mentor early-career customer success professionals through monthly 1:1 sessions and resume reviews
- Lead quarterly workshops on executive communication, negotiation, and career development
- Helped 12 mentees secure promotions or new roles in customer success