



Makenzie Cunningham

Professional Experience

Web.com/Yodle (April 2015- Present)

Director of Client Services (May 2018-Present)

- Interim Product Manager for Salesforce Development and Internal Tools teams utilizing Agile Development and Sprint Planning
- Project Managed CRM transition from Salesforce to internal system
- Optimized client services headcount through changing sales volume and strategies
- Recreated new hire training including content creation, quizzes, and structure
- Suggested, coordinated, and tested strategies including additional touch points, script changes, email marketing, and client surveys in order to improve CSAT, NPS Score, all call center metrics, and client retention
- Client Services liaison for Sales, Product, Marketing, etc.

Client Services Manager (February 2017- May 2018)

- Managed a client services organization containing 4 supervisors and over 50 individuals across four different international offices
- Primary point of contact for client services to merge Yodle and Web.com's PPC/Organic/Website flagship products
- Transitioned a pooled support service model to a dedicated account management support model
- Implemented new bonus structures, onboarding procedures, Salesforce/Service Cloud analytics, and more to support the account management teams who managed PCC campaigns and websites for small to medium sized businesses
- Selected to attend President's Club as the top manager for client services and received the 'Big Hitter' award which is awarded to the top client services employee

Associate Client Services Manager (November 2015-February 2017)

- Managed two client-facing teams (Dedicated Platinum Support & Email Customer Support) with up to 20 total individuals.
- Developed strategies to streamline team best practices and improve client experience including developing salesforce dashboards, incentive plans, and scripting for emails, chats, and calls
- Responsible for reporting and auditing weekly Response & Resolution SLA (service level agreement) metrics for entire Client Services Department
- Maintained a team book of business (never missed 100% goal), CSAT & Issue Resolution metrics, and upsell/retention metrics
- Promoted to this position 6 months after starting with the company

Marketing Consultant (August 2015-November 2015)

- Part of a team of dedicated consultants that managed all stages of the client life cycle for clients with the largest monthly revenue
- Promoted to this position within 3 months of starting at Yodle and awarded 'superstar' in month three

Tier 1 Retention Consultant (April 2015-August 2015)

- Promoted to Tier 1 within two months of starting (approx. 8/30 agents are Tier 1)

Meltwater, Sales Marketing Consultant (August 2013-April 2015)

Doctors in Training, Marketing Coordinator (March 2012-March 2013)

ADP, Associate District Manager (March 2013-August 2013)

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Education

Texas Christian University
Bachelor of Business Administration
Double Major: Marketing & Finance
3.5 GPA

Core Skills

- 3 years of management experience
- 5 years of Account Management and Client Services experience
- Certified Google Advertising Professional- AdWords
- Microsoft Certified Application Specialist- Word, PowerPoint, Excel
- Experienced with ConstantContact, Qualtrics, JIRA, Confluence, Salesforce & Service Cloud, Adobe Suite, Marketo, Meltwater News, Cision, Hootsuite, Hubspot, Yodle, Wix, Magento, Tableau
- Project Management & Operations
- Account Management
- Digital Marketing
- Business Development

References available
upon request