

MICHELLE CLELAND

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PROFESSIONAL SKILLS

Leadership & Management | Creative Problem Solver | Project management & implementation | Excellent communicator | Personable Coach & Leader | Hiring & On-boarding | Contract Negotiations | Business Documentation | Highly skilled in managing GTM operational facets in a fast-paced environment | Fluent in Spanish

KEY TECHNICAL SKILLS

Customer Management Software (CRM & ERPs): Salesforce, Zendesk, HelpScout, Intercom, Campaign Monitor, SAP, Parallax, Hubspot, Apprise, Outreach, Chili Piper, Monday, Postmark | Other tools & technologies: SQL, Looker, JIRA, MIRO, Zappier, Google Suite tools, MS Office | Payments & billing systems: Zuora, Chargify, Braintree, PayPal

PROFESSIONAL EXPERIENCE

MAINSTREET | Brooklyn, NY.

August 2021 – July 2022

Revenue Operations Manager, Customer Success

Spearheaded MainStreet's customer data migration from HubSpot to Salesforce. Delivered and launched V.1 of SFDC within a 3-month timeline. Managed the post-sale revenue process and tech stack infrastructure: SFDC, Hubspot, Outreach, and Chili Piper.

- Managed the Salesforce implementation project pipeline with an 8-person XFN team, including SFDC Admins, Business Intelligence, Engineering, Product, and Design teams
- Segmented MST's customers base (2,500+) based on MRR and ARR potential, optimizing workflows to improve customer success retention efforts, achieving 75% annual logo retention
- Liaised with Revenue, Operations, Marketing, and Engineering leadership to present baseline metrics reporting, quotas, monthly pacing against OKRs, and customer retention advancements
- Designed, built, and implemented churn workflow to enable in-depth churn analysis and accurate retention calculations, including logo and product churn attempts, save rate, successful save tactics, and surfaced main drivers of churn

Customer Success Operations Manager

- Launched a 5-person Payment Operations team focused on customer payment excellence, collections, billing, servicing, fraud operations, and enablement. Collected over \$2m in outstanding funds
- Established end-user feedback workflows. Partnered with Product and UX teams introducing product and process enhancements to improve the customer lifecycle and reduce logo churn

AREA 17 | Brooklyn, NY.

July 2019 – August 2021

Senior Operations Manager

Led all special internal tooling projects to optimize cross-functional efficiencies, SaaS tools analysis and implementation, promoting best practices and team methodologies—formalizing consistency in workplace operations across New York and Paris offices.

- Streamlined SaaS product utilization, resulting in over \$30K in yearly savings
- Identified the need for a SaaS software tracker and built a tool to analyze monthly/annual costs, tracking licenses, seats, and contracts, revealing financial and tools inefficiencies
- Managed procurement, leasing, distribution, user provisioning, and maintenance of all AREA 17 technical assets, including ownership of all vendor relationships (Apple Business, Google, WellsFargo, CIT)
- Liaised monthly with discipline directors (Creative, Technology, Strategy, and Production) to push internal tooling enhancements, present financial reports, and usage data to leadership

PANTRYBEE | Kuwait City, Kuwait.
Consultant: Head of Customer Experience

December 2017 – April 2019

Led a team of 5 multilingual customer service associates. Recruited, onboarded, and trained new hires. Focused training on subject matter expertise of logistics and operational functions along the customer journey. Defined and implemented team KPIs.

- Increased agent productivity by 20% by restructuring and formalizing training
- Executed new strategies to streamline the customer lifecycle, retention, education, and best ordering practices, which helped grow the customer base by 10%
- Developed long-term solutions that were added and prioritized within the product roadmap; Identified issues and key trends from VOC surveys and implemented immediate resolutions

DERING HALL | New York, NY.
Director of Customer Experience

August 2016 – November 2017

Led a team of 4 AMs who oversaw client portfolios ranging from \$15–30K ARR. Defined and implemented customer lifecycle management and retention strategy; established new client onboarding processes. Developed customer education tools, defined best practices, and created training assets.

- Set quarterly churn and contraction targets, resulting in a 25% *reduction* in the total cancellation rate
- Implemented a collections process, resulting in a 30% *increase* in fund recovery and a 2% account reinstatement rate
- Revised and updated Sales Operations: overhauled existing Salesforce framework, established sales pipeline management tools, optimized customer records, and implemented sales commission tracking resulting in accurate reporting of customer acquisition and revenue
- Introduced new product launch process; established product release plans, messaging, customer training, and new-feature adoption tracking driving customer engagement and increasing revenue

STREETEASY | New York, NY.
Head of Customer Support & Account Management

July 2014 – July 2016

Led the implementation of Zendesk. Directed a *team of 25* Technical Support and Product Specialists. Created a developmental environment that fostered career progression and promoted upward mobility within StreetEasy/Zillow Group, driving clear communication of company goals and team objectives.

- Built AM team and established SLAs for client onboarding, upselling, and renewal targets, resulting in a 15% *increase* in client retention and a 4% *increase* in cross-selling complementary products
- Streamlined support team bug/feature reporting and tracking, resulting in an 80% *fix rate* of logged tickets and 17% of logged feature requests implemented in 2016
- Led the implementation and customization of design features for the support ticketing software Zendesk; ensured feasibility and accuracy of editorial parameters of Help Center articles, macros, triggers, and automations

REMY COINTREAU USA | New York, NY.
Key Account Planner: South, West & New Jersey

June 2012 – July 2014

Processed 48% of total Remy USA orders for FY1314. Handling 38% of total sales (\$30.5M ARR) and 67 distributors (52% of total Remy customers nationwide).

- Established single-point-of-contact service to purchasing agents, customs brokers, carriers, and 3rd party vendors and warehouses
- Identified a need for a back-order process, ensuring efficient product sales tracking. Supported brand and sales initiatives; liaised with Market Managers, Finance, and Regional Sales Analysts to assist regions in achieving quarterly sales and fiscal year landing/financial targets

EDUCATION

NEW YORK UNIVERSITY. New York, NY
Bachelor of Science: Communication & Media Studies

September 2003 – May 2007