



# Lis Bluford

 lisbluford@gmail.com

 5083144422

## Summary

Coming from a background of education and SaaS, I've spent 10+ years founding schools and over 5 years in ed-tech startups. I have a passion for helping companies build to scale. I'm interested in a role that focuses on fostering strong customer relationships.

As a former school leader, I helped create systems for founding schools and lead teams to unprecedented results on state tests (#1 in MA!). From there, I helped found EdLight, an ed-tech startup serving more than 60 schools in our first year. Most recently, I continued my customer success journey at Paper, where I managed an even larger portfolio through all components of their CX journey.

In addition to my work in education, I love to write! I write a Substack Blog about Martha's Vineyard. It's been a fun way to nurture my creative side :)

## Experience



### Senior Customer Success Manager

Paper

Nov 2021 - Present (1 year 10 months)

- Continuous Support - Ensure districts continuously gain value from our products and services throughout the school year
- Action Plan - Develop aligned success plans for Paper adoption that will address schools' critical needs both immediately and in the future
- Data Analysis - Use Salesforce, Tableau, Gainsight and Streamlit to analyze the school's data to identify, communicate, and act upon both risks and opportunities
- Collaboration - Collaborate with Paper's Onboarding, Technical Implementation, and marketing teams to set customers up for success on Paper
- Feedback - Serve as the voice for school communities cross-functionally within Paper, providing feedback and insights internally
- Account Management + Renewal - ensure all parties have the confidence to renew with enthusiasm



### Master Educator

EdLight, PBC

Jun 2020 - Nov 2021 (1 year 6 months)

- Customer Success: Guide schools on their journey to implement a school-wide focus on student work
- Professional Development: Train principals / teacher coaches / teachers on how to use EdLight
- Product Development: Help shape our product vision by collecting feedback from users, and contributing based on my knowledge of great teaching practices
- Sales: Sign up more schools join us on our mission to make great teaching easier
- Marketing + Brand: Run email and social media campaigns to increase brand awareness
- Curriculum: Design + Implement high-dosage tutoring curriculum for partner schools



### 5th Grade Literacy Teacher and Summer Academy Director

Uncommon Schools

Jul 2016 - Jun 2020 (4 years)

- 95% student growth percentile with 83% of students achieving advanced or proficient
- Awarded Excellence In Teaching Award for strongest classroom instruction



### **Literacy Content Contributor**

EdLight, PBC

Oct 2019 - May 2020 (8 months)

- Created data-driven standards-based literacy content and re-teach suggestions for educators
- Consult on literacy best practices for feedback and instruction



### **Founding Kindergarten Teacher & Literacy Specialist**

Democracy Prep Public Schools

Jul 2015 - Jun 2016 (1 year)

- Coach middle school and elementary school teachers on reading and writing practices.
- Create and deliver professional development sessions on teaching taxonomies



### **Individual Needs & English Language Learner Teacher**

Uncommon Schools

Jul 2013 - Jun 2015 (2 years)



### **Second Grade Teacher**

KIPP Delta Public Schools

Oct 2011 - May 2013 (1 year 8 months)

## **Education**



### **University of Southern California**

Masters of Arts in Teaching



### **Villanova University**

Bachelor of Arts

## **Skills**

- Account Management • Professional Development Programs • Customer Success • Onboarding • Systems • Writing • Social Media • Elementary Education • Lesson Planning • Research