

LIS BLUFORD

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Dedicated Customer Success Manager with multi-faceted background in education and account management. Efficient in understanding client needs, providing strategic guidance, and implementing solutions to ensure successful product adoption. Proficient in leveraging data analytics and feedback to identify opportunities for improvement in customer experiences for higher retention rates.

Core Competencies

- Customer Success
- Data Analysis
- Relationship Building
- Onboarding
- Technical Support
- Customer Journey Mapping
- Presentations
- Educational Technology & SaaS Products

PROFESSIONAL EXPERIENCE

Private Client (Ed-Tech Industry) | Remote

Customer Experience Consultant | October 2022 to Present

- Analyze current business activities and customer behaviors to suggest opportunities for improvement
- Developed company's first ever customer journey roadmap to align customer experience with business goals through Custify and Hubspot
- Overhauled onboarding procedures and training curriculum to increase client usage and adoption

Paper | Remote

Senior Customer Success Manager | November 2021 to September 2023

- Achieved 110% account renewal rates for schools and districts in 2022, significantly outpacing team member metrics
- Retained and grew revenue from 15+ customer accounts by ensuring successful product usage and adoption for accounts of various sizes and structures
- Developed understanding of customer goals to create success plans that outline how Paper adoption will address client's critical needs both immediately and long-term
- Met regularly with customers to retain relationships and recommend changes in products/services based on data-driven insights from Salesforce, Tableau, Gainsight, and Streamlit
- Served as the voice of the customer by providing feedback and insights to support internal teams in product and service development
- Collaborated with marketing team to build customer references, craft case-studies, and co-develop resources to better support key accounts
- Educated customer experience team on customer journey roadmapping, personalization, and documentation to improve relationships with customers for satisfaction and higher sales

EdLight | Remote

Master Educator | October 2019 to November 2021

- Facilitated learning and training for system onboarding, implementation, and account maintenance through direct communication with District Administrators
- Collected feedback from users and knowledge of applied teaching practices to update and improve product
- Developed and distributed email and social media campaigns, which increased brand awareness and new client inquiries
- Nurtured customers from point of sale through renewal for a book of business of 20+ schools, also securing expansions from pilots for 10+ accounts
- Created systems adapted by the entire customer success department to maximize account sales, generate leads, and drive renewals
- Served as a Consultant in literary curriculum best practices for instruction and implementation of feedback

Uncommon Schools | Boston, MA

5th Grade Teacher / Summer Academy Director | July 2016 to June 2020

- Taught lessons and facilitated professional development for Teachers based on data-driven classroom and curriculum initiatives
- Achieved 95% student growth percentile with 83% of students earning advanced or proficient grades, as a result of effective material presentation
- Recognized with Excellence in Teaching Award for quality classroom instruction

ADDITIONAL EXPERIENCE

Founding Literacy Teacher (Kindergarten), Democracy Prep Public Schools | July 2015 to June 2016

Found English Teacher (Grade 5), Uncommon Schools | July 2013 to June 2015

Founding English Teacher (Grade 2), KIPP Delta Public Schools | October 2011 to May 2013

TECHNICAL PROFICIENCIES

Slack, Google Suite, HubSpot, Salesforce, Gainsight, Monday, Email Marketing and Automation, Tableau, Streamlit

EDUCATION

Master of Arts in Teaching, University of Southern California

Bachelor of Arts in Political Science and Communication, Villanova University

Active Teaching License, State of VA, MA & AR