

# Lis Bluford

Richmond, VA | (508) 314-4422 | lisbluford@gmail.com | [Linkedin.com/in/lisbluford](#) | [Portfolio](#)

## Customer Experience & Enablement | UX Strategy | EdTech & Product Consultant

Customer experience and product enablement consultant with a background in EdTech, SaaS, and user-focused design. I help early-stage companies scale systems that improve onboarding, retention, and engagement. Skilled in mapping customer journeys, creating lifecycle content, and aligning internal tools with real user needs. Former educator with 10+ years of teaching and instructional leadership, bringing a builder's mindset and deep communication expertise to every project.

### PROFESSIONAL EXPERIENCE

#### Customer Experience, Product Enablement & UX Consultant | Self-Employed – Remote | Oct 2023 – Present

Drove coaching and action planning initiatives, prioritizing customer concerns and requests to offer targeted support.

- **Customer Enablement:** Delivered cross-functional enablement support by aligning product, marketing, and customer teams on internal tools and rollout strategies.
- **Communication Strategy:** Developed tiered, lifecycle-based customer communication plans for EdTech clients using Custofy and HubSpot, aligning outreach with seasonal usage trends and stakeholder goals.
- **Product Implementation:** Led full implementation of Peek Pro booking software for a tour company, integrating it with a redesigned website, training staff on usage resulting in over \$15K in bookings in the first month.
- **UX & Product Management:** Directed development of a mobile e-commerce app, serving as client-side product manager and UX designer; managed roadmap, coordinated with developers, created wireframes, and oversaw team onboarding.
- **UX Research & Testing:** Applied principles from the Google UX Design Certificate to create wireframes, define user personas, and conduct usability tests for mobile and web experiences.
- **CX Coaching:** Provided digital presence coaching, SEO strategy, and customer-facing copywriting to five small businesses in tourism and hospitality, with a focus on visibility, engagement, and brand consistency.

#### Senior Customer Success Manager | Paper – Remote | Nov 2021 – Sep 2023

Relationship building via tailored communication approaches based on individual needs to increase long-term satisfaction, retention, account renewal, and business expansion ratings.

- **Customer Success Management:** Supported school districts in acquiring value from products and services throughout the academic year.
- **Systems Management:** Determined potential risks and capitalized on improvement opportunities by evaluating customer usage data leveraging Salesforce, Tableau, Gainsight, and Streamlit.
- **Customer Education:** Propelled customer success across company platforms in coordination with onboarding, technical implementation, and marketing teams.
- **Account Management:** Surpassed account renewal scores by 110% via personalized client engagement and data-driven insights aligned with client goals, managing a book of business with over \$500k in annual revenue.
- **Customer Retention:** Confirmed customer health by conducting periodic health-checks and reviewing health scores. Contributed voice-of-the-customer insights to inform product improvements.

#### Customer Education Manager | EdLight – Remote | Oct 2019 – Nov 2021

Account Management of a large book of business from initial sale through the customer education journey and renewal. Upskilled principals, educational leaders, and teachers in utilizing EdLight through tailored professional development sessions.

- **Customer Success/Account Management:** Grew the revenue streams by securing initial contracts for 20+ educational institutions and renewals for 10+ clients as a CSM.
- **Systems Management:** Catalyzed year-round value for the customer success division by pioneering department-wide systems and transforming communication tracking through HubSpot.
- **Customer Education:** Advised educators on best literacy practices, authored standards-aligned content, and provided re-teaching recommendations based on data analysis.

- **Communication:** Elevated brand visibility and recognition through the implementation of strategic email and social media campaigns.

## INDEPENDENT PRODUCT EXPERIENCE

**Founder - MVacay | Self-Employed** – Martha’s Vineyard, MA | Sept 2017 – Present

Built and scaled a Top 100 Substack publication with 3,000+ subscribers, 4 mobile apps, and 300+ digital content pieces. Key experience includes product ownership, customer experience design, newsletter growth strategy, and stakeholder partnership development across local government and media.

- **Lifecycle Content Strategy:** Wrote and optimized 2x weekly email campaigns with >60% open rates and 30K+ views on top-performing issues, using A/B testing and performance data to refine tone, cadence, and topics.
- **Product Strategy & Testing:** Partnered with an app developer to define features, conduct user testing, and iterate on four iOS apps, resulting in 75,000+ downloads and 15,000 daily users in 2024.
- **Audience Enablement:** Created FAQs, onboarding messages, and resource guides to support both free and paid users, reducing friction and improving retention.
- **Cross-Platform Execution:** Transformed blog content into mobile app experiences, Pinterest pins, and TikToks to extend MVacay’s reach beyond subscribers. Used Substack and Google Analytics data to uncover customer behavior patterns and inform product and content decisions.
- **CX-Led Community Building:** Maintained a voice and experience that resonates with both visitors and residents, cultivating loyalty across multiple audience segments.

## EDUCATION PROFESSIONAL EXPERIENCE

**5th Grade Literacy Teacher | Uncommon Schools** – Boston, MA | Jul 2016 – Jun 2020

**Kindergarten Teacher | Democracy Prep Public Schools** – Baton Rouge, LA | Jul 2015 – Jun 2016

**Individual Needs Teacher | Uncommon Schools** – Boston, MA | Jul 2013 – Jun 2015

**Second Grade Teacher | KIPP Delta Elementary Literacy Academy** – Helena, AR | Oct 2011 – May 2013

Led professional development sessions for teachers and fellow educators regarding English language learners, literacy, and writing strategies by instituting data-driven teaching methods and innovative classroom approaches.

- **Data-Driven Instruction:** Results-driven instruction that resulted in MCAS academic progress for students who earned a 95th percentile growth rate, accompanied by 83% reaching advanced levels. Obtained a 292% increase in Reading and 289% in Math assessments
- **Leadership:** Held positions as the Summer Academy Director, English Language Learning Coordinator, Instructional Coach managing large groups of teachers, leading curriculum for and delivering professional development sessions.
- **Differentiation:** Offered literacy instruction guidance and technical support for special education and ELL student needs
- **Awards:** Excellence in Teaching Award for outstanding classroom performance and instruction.

## EDUCATION

**Masters of Arts (MA) in Teaching** – University of Southern California – Los Angeles, CA

**Bachelor of Arts (BA) in Political Science & Communication** – Villanova University – Villanova, PA

## CERTIFICATIONS

**Certification: Google UX Design Professional Certificate** – April 2025

**Licensed Educator: Arkansas, Massachusetts, and Virginia**

## TECHNICAL SKILLS

Salesforce | HubSpot | Gainsight | Monday | Tableau | Streamlit | Slack | Google Suite | Canva | Figma | Peek Pro | UserTesting