

MICHAEL ZARICK

SUCCESS MANAGER

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📍 Indianapolis, IN

PROFILE STATEMENT

People-focused and passionate **Success Manager** with over three years of experience working with various start-ups to build a culture of learning, customer retention, and outreach to help drive brand awareness. Excellent communication and interpersonal skills while being committed to fostering a vibrant and inclusive community environment.

AREAS OF EXPERTISE

Onboarding and Workflows

Technical Troubleshooting

Project Management

Cross-functional Collaboration

Customer Success

Production and Editing

Enterprise Customers

Product Tools

Hubspot

Adobe Suite

Figma

Height

SKILLS OVERVIEW

- ✓ **Customer relationship mastery** through nurturing open communication and feedback loops to specifically identify customer needs within product
- ✓ **Influential and creative solutions** for the ideation and execution of products that boost the value proposition to executive stakeholders and investors
- ✓ **Design thinking approach that helps understand the user** and works with sales teams, designers, and engineers to bring solutions to customer issues
- ✓ **Developed processes and workflows** to enhance community health and ensure customer safety, aligning with trust & safety standards
- ✓ **Proven track record** in optimizing operational metrics through proactive communication of organizational performance and growth impediments
- ✓ **Elevated knowledge of DEI** that ensures target audiences feel that their voices are heard and acknowledged by figureheads of the business

RECENT CUSTOMER SUCCESS IMPACTS

- 🌐 Conceptualized innovative customer onboarding workflows, facilitating the activation of over 60+ local merchant accounts
- 🌐 Grew the quantity of active accounts 70% within a year, employing strategic customer outreach and personalized onboarding
- 🌐 Managed over 8 high profile meal prep clients holding regular meetings to maintain relationship and create product goals
- 🌐 Assisted engineering and sales in understanding the voice of the customer through storytelling and user data
- 🌐 Evaluated product visions with cross-staff members to design roadmaps and adhere to tight deadlines
- 🌐 Designed over 10 product improvements from conception to implementation using internal design language
- 🌐 Handled system-wide registration of Twilio A2P 10DLC avoiding loss of functionality across the platform for all customers

PROFESSIONAL WORK EXPERIENCE

"Thank you so much for really listening and caring so much about the customer experience with your platform." - Customer feedback

Success Manager | Bottle.com 2021 - Present

- Led strategic product improvements based on customer insights and behavioral data analysis, resulting in optimized user experiences and a 34% increase in engagement
- Collaborated with cross-functional teams to align product roadmap with sales and customer needs, strengthening product adoption and positioning solutions that directly addressed business challenges.
- Owned the end-to-end product lifecycle, collaborating with engineering, sales, and design teams to deliver an enhanced 2.0 product experience for 50+ customers, improving retention by over 70%

Key Achievement: Overhauled all company onboarding and support practices leading to high customer retention

Organization Manager/Founder | Team Opulence 2021-2022

- Assembled and managed three professional Valorant teams, fostering their development as efficient team members
- Guided over 20 players to becoming influential brand representatives, teaching them to develop professionally, manage their public social media persona, and cultivate a culture of hard work and trust
- Successfully created a Twitter social media following in just two months, fostering brand recognition and loyalty

Key Achievement: Achieved rapid social media growth demonstrating effective brand promotion strategies

Customer Success Lead | Rebel Inc. 2020 - 2021

- Developed tailored customer solutions and project scopes to address unique client needs within the merchant sectors, leading to a 40% increase in product utilization and satisfaction.
- Built impactful presentations and business cases that resonated with C-level stakeholders, effectively communicating complex product capabilities and measurable benefits.

Key Achievement: Set up over 30 diverse merchant accounts, through the creation of engaging online communities

Counselor in Training Director | YMCA Camp Piomingo 2013 - 2017

- Empowered 30+ prospective counselors with effective leadership and communication skills.
- Planned and executed daily schedules and lessons focusing on self-improvement, fulfillment, and professionalism

Key Achievement: *Developed a comprehensive training program for prospective counselors, equipping them with the skills to excel in their roles*

EDUCATION

Bachelor of Science in Computer Science 2019

Specialization: Computer Languages

Indiana University
Bloomington, IN