

VANESSA MONTES

Dedicated to Customer Success, Retention & Sustainable Growth

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SUMMARY

Results-driven Customer Success Manager with robust expertise in marketing, sales, and business. Known for exceptional client relationship skills and consistently delivering on key account objectives, with a proven track record in customer retention, upselling, and managing high-value accounts.

Skilled in identifying market opportunities, driving customer acquisition, and implementing risk mitigation strategies, while adeptly managing multiple complex projects. Committed to cultivating lasting client relationships and achieving notable results through a tactical, collaborative approach to account management.

EXPERIENCE

Senior Customer Success Manager, Team Lead / Regional B2B Sales

Starry

01/2023 - Present New York • New Jersey

- Managed a portfolio of 150 key accounts, including national partners and public housing authority, consistently exceeding quarterly targets by an average of 20%, driving annual revenue growth of \$100M
- Leveraged strong written communications skills to craft and present detailed contracts and reports, boosting average contract value by 15%
- Conducted regular business reviews with clients to assess performance and key metrics, resulting in a 40% increase in upsell revenue and opportunities
- Led and mentored a team of account managers, fostering a results-oriented culture and achieving a 25% improvement in team productivity
- Spearheaded business development initiatives, expanding the client base by 20%+ through targeted acquisition strategies and market outreach
- Oversaw the implementation of new B2B services in NYC, NJ, Boston and DC, ensuring seamless onboarding and adoption through cross-functional collaboration

Senior Account Manager

Starry

08/2021 - 01/2023 New York • New Jersey

- Increased book of business by 25% through strategic client relationship development, targeted engagement programs and contract renewals
- Successfully onboarded 100+ partners, implementing and executing detailed project plans covering post-sales, product adoption and growth phases
- Elevated customer acquisition and retention rates by 30%+ through effective marketing campaigns, managing end-to-end implementation, including the creation of tailored landing pages and promotional content, all within allotted timeframes and budgets
- Implemented strong protocols to maintain data integrity and conducted comprehensive quarterly business reviews with executive and C-level management, leading to increased NPR scoring and client satisfaction
- Influence team to surpass quarterly revenue targets through strategic initiatives, resulting in 10% rise in ARPU rates, and a 15% reduction in churn
- Restructured marketing field activities to enhance customer event experiences, streamlining processes and exceeding expectations, resulting in a 20% increase in attendee engagement and satisfaction

SKILLS & TECH

BUSINESS

Salesforce Apollo Outreach Slack

Looker Asana Airtable Excel

Word Quickbooks Google Suite

Apple iWork Mailchimp Sprout Social

CREATIVE + WEB

marketing / campaigns email marketing

graphic design social media Weebly

Wordpress web design e-commerce

Adobe Illustrator & Photoshop Canva

INTERPERSONAL SKILLS

Project Management Time Management

Customer Centric Highly Organized

Communications Skills Problem-solver

Technical Aptitude Attention To Detail

LANGUAGES

English / Spanish

Native

EDUCATION

BS, Interactive Media & Design

The Art Institute of Fort Lauderdale

2001 - 2005 Fort Lauderdale, FL

TRAINING / COURSES

Intro to Python & Power BI

Tableau & Digital Analytics

EXPERIENCE

Cofounder, Marketing & Sales

Roho Kitchen

📅 01/2011 - 01/2021 📍 Remote / Miami-Fort Lauderdale Area

Company specializing in corporate catering, events and culinary experiences.

- Drove annual business growth of over 30% by cultivating robust client relationships, implementing effective up-selling strategies, and executing impactful marketing and business development initiatives
- Strategically managed a book of business comprising over 300 accounts, negotiating contracts, renewals, and overseeing events with a focus on delivering exceptional client satisfaction, retention and lasting relationships
- Implemented systems and efficient operating procedures alongside the integration of cutting-edge CRM software to streamline digital automation, reducing processing time by 40% and optimizing operational workflows
- Exhibited excellent team working skills by collaborating with cross-functional teams to lead the company's brand redesign, ensuring a cohesive visual representation of the company's image and message across all platforms
- Developed and executed comprehensive marketing and social media campaigns, and effective email marketing strategies, resulting in a 25% increase in brand awareness and a 30% rise in customer engagement

Graphic Arts & E-Commerce Director

Suncoast Marketing, Inc.

📅 04/2005 - 01/2011 📍 Miami-Fort Lauderdale Area

Printing and promotional product distributor providing business solutions.

- Boosted product adoption of the e-commerce platform by over 40% through the redesign of onboarding processes and documentation, ensuring a seamless user experience while improving internal communication
- Crafted compelling sales presentations emphasizing the platform's unique selling points and its alignment with client's specific business needs, resulting in a 30% increase in deal closures and a 20% rise in contract renewals
- Demonstrated empathetic understanding of client needs in order to develop and tailored visually appealing websites, landing pages, and B2C e-commerce sites, driving significant increases in online sales and customer engagement
- Developed integrated marketing programs utilizing targeted digital variable data for print and direct mail marketing campaigns, resulting in effective campaigns that generated strong results and ROI achieving business goals
- Designed and deployed a scalable digital product aimed at expediting the onboarding process for both the sales team and customers. This solution, later became marketable to a broader audience, and yielded \$40K+ in annual revenue

VOLUNTEERISM



Member, Hope For New York

Non-profit organization that serve vulnerable communities across the city. I provide support with Spanish translation for the Affiliate programs; homeless, seniors and immigrant families.



Member, City Harvest

Non-profit organization that rescues and delivers food to help feed New Yorkers experiencing food insecurity.



Member Co-Chair, Emerge Broward

Increased membership renewals and retention by partnering with local businesses and organizing community events.

1 Year Term



Communications Co-Chair, American Advertising Federation

Assisted with digital content creation, email marketing and social media management. Planned member events such as the ADDY Awards and TEDx Talks for the SFL chapter.

1 Year Term



Social Media Co-Chair, FEMCITY Fort Lauderdale Chapter

Successfully launched the Fort Lauderdale Chapter. Created and executed marketing campaigns that lead to membership growth.

1 Year Term

ACHIEVEMENTS



Feeding The Essentials

Raised over \$15K to provide meals during the fight against COVID-19 for the frontline first responders, families in hardship, unemployed and communities. More than 1,500 hot meals.



Homemade Chefs

Founded Meetup's largest cooking group, Homemade Chefs, with over 10K members. Hosted 500+ hands-on cooking classes, wine tastings, and virtual events.