

Mackenzie Clements

<https://mackenzie.me>
mackenzieclements@gmail.com

Work Experience

Virtuagym

Medellin, Colombia

Project Manager – Product Department

January 2019 – Present

- Interact on a daily basis with the Board, Product Owners, and Global Head of Client Success to develop and refine go-to-market strategies for new product releases
- Use agile methodologies and sprints to support iterative software development
- Lead UX research initiatives to increase product market fit, product usage, and sales within North America
- Act as voice of customer, bridging between UX, product, and client success to push development priorities
- Conduct in-depth usability testing, competitor analyses, and software integration research

Client Success Director, North/South America + Australasia

August 2017 – December 2018

- Managed team of 6-15 multi-lingual consultants and two market managers tasked with client onboarding, support, and retention in English, Spanish, and Portuguese
- Oversaw 1,400+ clients and \$130,000 MRR with approximately 3,000 touchpoints monthly
- Presented department results in weekly C-Suite meetings, additionally developed approved initiatives including new department structure, new performance review process, and new success measurements
- Owned employee acquisition lifecycle, retention, engagement, and coaching to improve department KPIs
- Promoted 4 consultants to account managers, 3 to senior CS, and 1 tech specialist to software developer

Client Success Consultant, North America

April 2017 – August 2017

Target Corporation

Pittsburgh, PA

Executive Team Leader – Guest Experience

March 2016 – June 2016

- Front end manager responsible for guest experience and food service operations in a store with \$40M ARR
- Managed 4 full-time direct reports and approximately 65 Guest Experience employees
- Led 75 employees through daily workload and \$70,000-\$175,000 in sales during Leader on Duty shifts
- Enhanced loyalty card applications by 25% after 2 months in role through re-training and coaching

Executive Team Leader – Human Resources

August 2014 – March 2016

- Implemented all aspects of human resources operations, including staffing, scheduling, coaching/training, community involvement, and performance documentation for over 120 employees
- Responsible for hiring 100+ permanent employees and 60 seasonal hires
- Recruited, interviewed, and on-boarded 15+ Executive Team Leaders (full-time) and Executive Interns
- Reduced turnover by 10% from FY 2014 to 2015 by focusing on accountability and employee retention

Education

University of Pittsburgh, College of Business Administration

Pittsburgh, PA

Bachelor of Science in Business Administration, *cum laude*

May 2014

Major: Marketing | Certificate: Russian and Eastern Europe Studies

Skills & Technologies

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|--------------------------------|------------------|-------------------------------|----------|---------|
| • Languages: | English (native) | Spanish (working proficiency) | | |
| • Development Tools: | JIRA | Confluence | Scrum | |
| • Client Service Tools: | Salesforce | Zendesk | Intercom | Hubspot |
| • Other Software: | Microsoft Office | Google Suite | DOMO | |

I find inspiration in dynamic, multi-cultural environments. I plan to visit 50+ countries before I'm 50 and continue perfecting my Spanish. I enjoy working out, trying new restaurants, and riding my bike in between weekend getaways.