

# Mackenzie Clements

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

## Work Experience

### Uscreen

Revenue Operations Manager

Remote

September 2020 – Present

- Implement data-driven workflow process changes across CS, Sales, and Product including weekly meetings with the CEO, CRO, and Head of CS to prioritize OKRs aimed at increasing \$12MM ARR
- Lead identification, procurement, and implementation of Planhat resulting in 75% more interactions with enterprise customers
- Compile data to create account 360-views, customer health scores, playbooks, and manage churn, renewals, downgrades, and expansions in order to improve NRR 10% quarterly
- Define rules of engagement, KPIs, and data capture standards to align GTM objectives with company-wide strategy and increase department efficiency by 20%
- Create dashboards and propose solutions to increase product adoption, time-to-value, CSAT, and NPS
- Onboard, train, and empower team members through toolstack best practices and documentation

### Virtuagym

Agile/Scrum Project Manager

Medellin, Colombia

January 2019 – February 2020

- Daily interaction with C-Suite, Product Owners, and Global Head of Client Success to develop and refine go-to-market strategies for new product releases and internal projects
- Led UX research initiatives to increase product market fit, product adoption, and sales within North America
- Acted as voice of customer, bridging between UX, Product, and Client Success to push development priorities
- Conducted in-depth usability testing, competitor analyses, and software integration research for payment providers (PayPal, Paysafe, Stripe, Square)

Client Success Director, North/South America + Australasia

April 2017 – December 2018

- Managed multi-lingual team of 15 consultants and 2 territory managers tasked with client onboarding, support, and retention in English, Spanish, and Portuguese
- Oversaw 1,400+ health and wellness clients which generated \$1.6M ARR
- Developed initiatives including new department structure, new performance review process, and new success measurements which were presented to leadership in weekly C-Suite meetings
- Owned employee acquisition lifecycle, retention, engagement, and coaching to improve department KPIs
- Promoted 7 consultants within Client Success department and 1 technical specialist to software developer

### Target Corporation

Human Resources Executive Team Leader

Pittsburgh, PA

August 2014 – June 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, 60 seasonal hires, and 15+ full-time leaders and interns
- Managed guest experience operations with 70+ direct reports in a store generating \$40MM ARR

## Skills & Technologies

Languages: English (native), Spanish (fluent)

Google Suite, Microsoft Office

Sophisticated knowledge of Confluence, Gong, Intercom, Pipedrive, Planhat, Salesforce, Slack, Trello, Zendesk

## Education

Project Management Institute (PMI)

Agile Certified Practitioner

Self-Paced Study

September 2020

University of Pittsburgh, College of Business Administration

Bachelor of Science in Business Administration, *cum laude*

Pittsburgh, PA

Major: Marketing | Certificate: Russian and Eastern Europe Studies

May 2014

*I enjoy speaking Spanish, learning about different cultures, and visiting new places. I also like to scuba dive and spend time by the ocean when I get the chance. I hope to visit 50 countries before I'm 50 years old.*