COVENANT OBIOMA

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CUSTOMER SUCCESS MANAGER | ACCOUNT MANAGER

3+ years hands-on experience managing 50–100 accounts, portfolio worth an estimated $110K–$350K+ USD, across SaaS, hospitality, and pharmaceutical manufacturing/distribution. Owns the full customer lifecycle — onboarding, activation, adoption, renewal, expansion, and advocacy; translating user behavior into retention and revenue outcomes. Runs QBRs and EBRs, partners with stakeholders to reduce churn risk, drives net revenue retention through renewal and expansion work, and channels customer feedback into product and process improvements. Known for turning account risk into measurable growth without sacrificing account health.

WORK EXPERIENCE

Customer Success Associate Jan 2025 – Apr 2026
CrowFran Innovations | Remote

Technology consulting firm: hospitality technology company developing software solutions that help hotels and hospitality businesses manage day-to-day operations.

- Own onboarding, activation, and renewal for a book of mid-range and luxury hospitality accounts (including a 5-star property) at a startup-stage company, portfolio valued at approximately $10K–$50K, managing 50+ daily customer interactions with a 100% account renewal rate.
- Deliver 10-25 Demo sessions with sales and onboard at least 5 new accounts per month, supporting 5 go-lives (product fully up and running) per month.
- Run up to 12 customer training sessions per month and resolve an average of 10 escalations during onboarding.
- Built and documented a customer success playbook, starting with a manual health scorecard later migrated to a HubSpot-based health-scoring system, to standardize account risk and engagement tracking.
- Redesigned the onboarding workflow into a six-stage, dependency-linked implementation board, cutting implementation time from 24 to 10 days (58% reduction) within a 30-day signup-to-activation cycle.
- Used customer feedback loops to reshape the onboarding board design — an example of customer advocacy directly informing the process rebuild.
- Drove a 35% reduction in time-to-value, a 28% lift in feature adoption, and a 22% improvement in retention through structured onboarding and adoption tracking.
- Maintain 95%+ first-contact resolution and 98% SLA compliance across the account portfolio.
- Drove expansion revenue by converting a customer from a 1-year to a 2-year subscription through proactive account outreach, contributing directly to net revenue retention.

Customer Success Manager (Account Management) Jan 2022 – Apr 2024
Ecomed Pharmaceuticals Limited | Ogun State, Nigeria

B2B pharmaceutical manufacturing and Distribution Company— providing contract manufacturing, production, and supply chain services to regulated pharmaceutical clients.

- Managed a pharmaceutical manufacturing and distribution book of 60 accounts, portfolio valued at approximately $100K–$300K, segmented by tier and value, running one QBR per strategic account per quarter.

- Joined as the first Customer Success hire in a newly created role with no existing playbook, and designed account management, escalation management, and account planning processes from the ground up.
- Ran account planning and Executive Business Reviews jointly with the production/operations lead, presenting wins and revenue contribution to department-head stakeholders.
- Achieved a 100% account renewal rate by proactively engaging accounts ahead of renewal dates and running regular customer check-ins to surface satisfaction issues early.
- Inherited the portfolio at ~20% active (12 of 60 accounts) and grew it to 30 active plus 8 net-new accounts within one year through dormant account reactivation.
- Proposed and upsold accounts into running 3+ production cycles simultaneously (minimum 2 cycles, 2 batches even in slow markets), an expansion-revenue win within existing relationships.

TOOLS & CORE COMPETENCIES

- Customer Onboarding & Activation
- Customer Health Scoring
- Customer Segmentation
- Renewal & Expansion Revenue
- Net Revenue Retention
- Gross Revenue Retention (estimated/directional)
- QBRs & EBRs conversations
- Account Planning
- Escalation Management
- Customer Advocacy & Voice of Customer
- Process Design & Playbooks
- Cross-Functional Collaboration
- Churn Reduction
- Expansion & Upsell
- Async Onboarding walkthrough (Loom, Zoom)
- **CRM / CS Tools:** HubSpot, Salesforce, Zendesk, Crisp, Intercom, Freshdesk, Gainsight, Onboard.io, Totango
- **Analytics:** Mixpanel, Hotjar
- **Collaboration:** Trello, Google Sheets / Excel

COURSES & CERTIFICATIONS

Certified Customer Success Specialist (CCSS) Oct 2025

Certified Customer Success Executive (CCSE) Oct 2025

EDUCATION

University of Nigeria, **Nsukka, Enugu**

Business Administration; Major in Accounting (B.Sc)