

# Kieran Lynch

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## SUMMARY

Marketing technology professional with over 5 years of product adoption, SaaS, and technical pre-sales success. Skilled in communicating complex technical concepts to a variety of different audiences, data analysis and relationship management. Recent experience includes Full Stack Web Development, lifecycle marketing strategy and people management. Outside of working hours, personal interests include brushing up on world history, brewing Kombucha, playing soccer and taking long walks with my dog Murphy.

## PROFESSIONAL EXPERIENCE

### **Braze** – San Diego, CA (Remote)

*Senior Customer Success Manager, August 2021 – Present*

- Lead customers through product enablement sessions, consult on technical implementations, and provide lifecycle marketing recommendations
- Break down technical concepts for technical/non-technical audiences and enable teams to understand key components about the platform - data management best practices, REST endpoints, platform infrastructure, etc.
- Created the Braze Marketer Certification exam in a team of 6 and received certification in Braze Marketing
- Manage customer expectations around the product functionality, roadmap and future enhancements
- Participate in vetting, interviewing and hiring candidates to join the Customer Success Team. Involvement in this process has resulted in growing the team from 2 to 7 members

*Customer Success Manager, August 2020 – August 2021*

- First CSM hire for the central region supporting the build of a new Customer Success team for central US customers

### **RoomIt by CWT** – Chicago, IL

*Global Business Development Manager, October 2019 – August 2020*

- Responsible for platform demos and securing new client integrations across a portfolio of customers
- Created and led an ongoing education program for account managers in North America, instructing on how to position RoomIt technology, utilize RoomIt data, and increase product adoption

*Business Development Associate, Feb 2018 – October 2019*

- Supported clients spending up to \$120M/yr (accounts included Citrix, Insight Global, & ServiceNow)
- Lead monthly education sessions/webinars for audiences of up to 250 individuals

*SMB Account Representative, June 2017 – Feb 2018*

- Managed a portfolio of small to medium sized businesses and drove adoption of travel booking tools

### **Beijing Foton Cummins Engine Company** – Beijing, China

*Logistics Intern, May 2016 – August 2016*

## EDUCATION

**Northwestern University**, Full Stack Development

**Illinois State University**

*Bachelor of Science, International Business*

*Bachelor of Science, Finance*

## ADDITIONAL SKILLS

- API Interaction (REST, JSON, AJAX)
- Browser based tech (HTML, CSS, JS, jQuery, Bootstrap)
- Data (SQL, Tableau, Looker, MongoDB)
- Shopify experience and Google Display Ad Certified