

Esther M. Lopez

Customer Experience Executive

Agile, empathetic, organized, and detail-oriented leader with extensive customer success and project management experience, who strives to be a better human being, every day. Proven track record of effectively leading teams and projects of all size.

Dallas, TX

+1 (945) 345-7331

esther@elopez.work

<https://elopez.work>

EXPERTISE

Project Management

Customer Success

Sales Operations

Marketing

Automation

Product Management

EXPERIENCE

Global Customer Experience Consultant

Self-Employed, 2016-Present | Contract | Remote

- Led technical implementation, migration, and deployment of SaaS & cloud software including: HubSpot, Salesforce, Slack, Zoom, Dropbox, ClickUp, Asana, Trello, Jira, Smartsheet, Google, and Microsoft
- Produced technical project plans outlining goals, tasks, milestones, risks, and allocation of resources
- Aligned project plans to statements of work (SOWs)
- Set up systems for OKRs and resource allocation
- Supported product management feature releases
- Built end-to-end customer journeys and campaigns
- Formed strategic customer programs which led to 99.2% retention and 51.6% upgrades

Customer Experience Consultant, Americas

Cisco AppDynamics, 2023-2024 | Contract | Hybrid

- Led a diverse team of deal desk analysts through a merger including the integration of software systems
- Chartered OKRs and tools for expediting projects
- Oversaw global price list migration and analytics project achieving 100% goal attainment by EOY
- Improved integrated reporting, deal quality, admin efficiency, & the quote-to-order customer experience
- Owned and managed technical project escalations
- Aided stakeholders throughout project lifecycles

Director of Customer Experience

BluePallet, 2021-2022 | Full-Time | Remote

- Constructed sales processes to enable bulk/fleet orders in under 7 minutes, versus weeks or months
- Created sales playbooks and automation workflows for a smooth sales handoff and customer experience
- Integrated CRM, Sales Quota, and Accounting software to enable real-time sales commissions

SKILLS

Time Management

Communication

Problem Solving

Leadership

Collaboration

Strategic Planning

Head of Customer Experience

Yapp, 2019-2021 | Full-Time | Remote

- Developed customer retention campaigns, automated sales sequences, and targeted workflows that increased ARR by 173.4% and retention by 24.5%
- Integrated CRM and payment processor to manage purchases, upgrades, downgrades, and renewals
- Built BI dashboards to capture customer data and KPIs to achieve goals on time, scope, and budget
- Piloted customer resources including mobile apps and product trainings resulting in a 97% CSAT score

Senior Customer Success Manager

HubSpot, 2012-2014 | Full-Time | On-Site

- Onboarded, educated, and trained customers on HubSpot tools and Inbound best practices
- Co-led the expansion into Latin America, decreasing churn from 2.5% to 0.68% within 5 months, which was instrumental to HubSpot's IPO
- Increased MRR by \$13K in LatAm which was 90.7% above the average customer at the time
- Collaborated cross-departmentally with multiple teams on product trainings, new product features, and customer resources including guides & templates

EDUCATION

Masters of Business Administration - Wharton
Bachelors, Communications - Boston University

CERTIFICATES

For all certificates & licenses, please see:

<http://view.elopez.work/certificates>

SOFTWARE

For all software experience, please see:

<http://view.elopez.work/software>