

KIMBER WALLACE

CUSTOMER SUCCESS • CONSULTING EXPERTISE • PROJECT MANAGEMENT
B.S. BUSINESS ADMINISTRATION, UNIVERSITY OF COLORADO, DENVER, CO

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WORK EXPERIENCE

MEDIAFLY

Nov. 2021 - Nov. 2024

SaaS Sales enablement, readiness and coaching platform and services with built-in and generative AI insights

Senior Customer Success Project Manager

- \$6M ARR Portfolio with 114% net retention rate managing both mid-market and enterprise accounts
 - Worked with brands Zimmer Biomet, PepsiCo, Bridgestone, Constellation Brands, Zscaler
- Generated \$1M project expansion revenue in FY2024 through strategic account planning, proactive value realization, and creative consulting
 - Earned promotion from Project Manager to Senior Project Manager in September 2023
- Preserved \$3M in strategic/enterprise account revenue through proactive risk monitoring, successful implementations, and creative project launches reducing churn from 5% in FY23 to 3% in FY24
- Drove client project management from scope definition to delivery, managing timelines, budgets, meetings generating best overall CSAT score for FY24 and achieving 98% of 60 day time-to-value goals
- Led QBRs and EBRs for strategic accounts, developing a compelling storytelling presentation template that served as the foundation for a new standardized format adopted by the entire CSM team
- Revamped the client implementation process for the entire CX organization, aligning over 50 team members and senior leaders, resulting in increased delivery efficiency, allowing for 78% growth in new team members

IMPACT POINT GROUP

June 2017 - Nov. 2021

Boutique consultancy blending creative experience design with data-backed strategic planning

Client Success & Business Development Specialist

Jan. 2020 - Nov. 2021

- Led client services operations and project management, ensuring seamless scope execution, strategic account health, and measurable ROI for key accounts.
- Drove business development and renewals, collaborating with clients and leadership to align intelligent creative solutions with business objectives
 - Played a key role in a 85% revenue increase and 80% growth in new logos over three years.
- Designed and implemented resource management strategies, optimizing team workloads and streamlining client success processes, contributing to a 10-person team expansion in two years.
- Acted as a strategic consultant for the company's two largest clients (\$500K ARR), leading event strategy and project management, while facilitating client workshops to drive engagement.
- Onboarded and trained new employees and contractors on client success best practices, ensuring seamless operations and retention through weekly internal objective reporting.

Project Manager and Marketing Associate

Jan. 2018 - Jan. 2020

Project Coordinator

June 2017 - Jan. 2018

SKILLS & TECHNOLOGY

TECH EXPERTISE Salesforce, Gainsight, GuideCX, Microsoft Office, Google Suite, Asana, Trello, Wrike, Smartsheet

CUSTOMER SUCCESS & RELATIONSHIP MANAGEMENT Stakeholder Management, ARR and Account Management, Strategic Planning, Data Analysis & Management, Program Management, Facilitation

PROJECT MANAGEMENT Leadership, Services Scoping and Contracting, Strategic and Creative Consulting, SaaS Solution Implementation, Process Analysis and Improvement, Problem Solving, Communications

LICENSES AND CERTIFICATIONS Project Management Professional (PMP) (expected April 2025), Effective Facilitation: Leadership Strategies (issued May 2018), ROI Measurement & Design: ROI Institute (issued June. 2018)