



BRANDON CARROLL

✉ brandoncarroll.vt@gmail.com
☎ (540) 200 9508

📍 San Diego, CA
🌐 [linkedin.com/in/brandonjcarroll](https://www.linkedin.com/in/brandonjcarroll)

🔗 SKILLS

- ✔ Leadership
- ✔ Revenue Retention & Expansion
- ✔ Customer Training & Education
- ✔ Client Success/Account Management
- ✔ Data Analysis
- ✔ Webinar & Content Strategy
- ✔ Marketing Automation
- ✔ Relationship Management

🔗 SUMMARY

Client-centric customer success leader with proven sales and leadership skills, operational experience, and a passion for service. Strategic and analytical thinker who is constantly looking for ways to make a process more efficient. Results-driven, passionate about aligning the customer with the company and driven by making a difference in the world.

🔗 WORK EXPERIENCE

Percy

January 2023 - Present

Vice President of Customer Success, *Fully Remote*

- Lead a team of 5 with a total book of business of ~150 accounts worth approximately \$4M in ARR.
- Spearhead the development and execution of customer success strategies, resulting in a 25% increase in customer retention and satisfaction.
- Cultivate and maintain relationships with key enterprise clients, serving as the primary point of contact for strategic accounts.

Grow Product Adoption

June 2021 - Present

Founder, *Fully Remote*

- Created a consultancy focused on driving predictable retention, upsell, and repeat purchases.
- Services include email marketing, marketing automation, building educational content, running adoption campaigns, webinar strategy, video production, and data analysis.
- Clients include: [Dapper Labs](#) (NBA Top Shot, NFL All Day, UFC Strike, LaLiga, and Dapper Wallet), TeamBuildr, Otta, Modus Create, MarketMan, BlueMaple Real Estate Fund, and more.

FiscalNote (IPO)

Feb 2019 - March 2022

Senior Manager, Scale Client Success, *Washington, DC*

- Led a team of three to train clients at scale and implement a 1:many service model.
- Suppressed hiring needs by improving ability to self serve by launching our [Learning Management System \(LMS\)](#), evidenced by the blended Self Service Score of 5.9 (benchmark 4).
- Grew support site traffic by over 280% YoY; average ~20,000 unique views/mo across 5 products.
- Increased product adoption by over 32%; time-to-first value by over 105%.

Contactually (acquired)

Aug 2017 - Feb 2019

Director of Customer Education, *Washington, DC*

- Scaled out self-service resources, resulting in a 20% reduction in Cost of Service.
- Launched a [new product](#) that resulted in over \$2,000,000 of Annual Recurring Revenue (ARR), or a growth of 25% of company ARR within a 6 month span.
- Built the upsell webinar workflow, resulting in \$100,000 in ARR expansion from our SMB clients.
- Built [behavior-based workflows in Hubspot](#) to optimize product adoption based on churn score.

Contactually (acquired)

Jul 2014 - Aug 2017

Senior Enterprise Customer Success Manager, *Washington, DC*

- Averaged 125% renewal rates every quarter, resulting in over \$400,000 in additional ARR.
- Worked exclusively with our largest accounts, ARR equivalent to \$2,000,000.
- Created the process for onboarding, training, and managing the Enterprise Account Management Process.
- Partnered with Marketing to create case studies and other collateral.



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Koofers (acquired)

Sep 2013 – Jul 2014

Vice President of Business Development, Blacksburg, VA

- Created my own pipeline and strategy for new sales development as the only sales person.
- Sold over \$100,000 in ARR just 5 months after launch of the Enterprise product.
- Connected employers with our college recruiting tool that advances the way employers find students for internships & entry-level positions.
- Worked with Fortune 500 companies such as AOL, Capital One, APEX Systems, and Ferguson.

Heyo (acquired)

Jan 2013 – Sep 2013

Vice President of Marketing, Blacksburg, VA

- Led a team of 6 and reported to a board on "Traffic, Leads, and Sales" conversion metrics.
- Worked with brands such as [Lilly Pulitzer](#), AXE, NBC, Realdose, and over 10,000 SMB clients.
- Helped pivot the business after Facebook made changes to their fanpage layout, which threatened the majority of our revenue. Launched Professional Services to aid in the pivot.
- Oversaw demand generation (blog, webinar, content, email, social media) and support.

Vanguard

Mar 2011 – Sep 2012

High Net Worth Client Representative, Charlotte, NC

- Responsible for managing a book of business worth approximately \$1.4 billion dollars.
- Acted as the main point of contact for day-to-day support of assigned book of business, totaling 600 high net worth families and approximately 2,500 clients.
- Employed a consultative approach to manage client needs and implement investment solutions.
- Earned a top 10 (out of 375 reps) Net Favorable Score (NFS) from my clients for superior service.

EDUCATION

Virginia Polytechnic Institute and State University

2006 - 2010 | Blacksburg, VA

- Bachelor's of Science in Applied Economic Management (Financial Planning Option)
- Minor in Business, Overall GPA: 3.04/4.0
- Was [Student Government Association President](#) from 2009-2010
- Co-Founded a Non-Profit called [Actively Caring for People](#) to help support research and advocacy efforts in the wake of the tragedy at Virginia Tech in 2007.

REFERENCES | Available whenever works best for you



Faisal Raza

Former Manager, Contactually
330-221-0368
faisal.raza@gmail.com

[LinkedIn](#)



Brandt Witt

Former Manager, FiscalNote
724-553-9843
baw43@georgetown.edu

[LinkedIn](#)



Zvi Band

Former CEO/Co-Founder, Contactually
301-219-9183
skeevis@gmail.com

[LinkedIn](#)



Susan Watkins

Former Team Colleague, Contactually
240-338-3186
susan11watkins@gmail.com

[LinkedIn](#)



David George

Former Direct Report, Heyo
757-284-6856
vtdag1@gmail.com

[LinkedIn](#)



Shannon Baldwin

Former VP of Marketing, Percy
214-280-6807
shannonbaldwin2004@gmail.com

[LinkedIn](#)