



BRANDON CARROLL

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📍 Washington, DC
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🔗 SKILLS

- ✓ Email Marketing / Operations
- ✓ 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

Grow Product Adoption

June 2021 - Present

Founder, *Washington, DC*

- 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
- Past clients include: Virginia Tech, Options for Senior America, and Arlington County

FiscalNote

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.

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. Created my own pipeline and strategy for new sales development as the only sales person.
- 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.



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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.

Actively Caring for People *Oct 2008 – Jul 2014*

Co-Founder of Non-Profit, *Blacksburg, VA*

- Sold over 100,000 individually numbered bracelets to help support our research and advocacy efforts in wake of the tragedy at Virginia Tech in 2007.
- Launched bullying prevention programs in over 50 schools across the country.
- Worked to unite a common commitment to actively care, which is a pledge to go beyond the call of duty, in every opportunity possible, for the collective betterment of our community.

🎓 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

🗣️ REFERENCES | Available whenever works best for you



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