

Autumn Rodeheaver

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EXPERIENCE

Stark | Senior Customer Success Manager | June 2021 – August 2022 [impacted by layoffs]

- Oversaw our support documentation, created new content as tools were developed, and maintained existing resources. Built out educational content focused on accessibility fundamentals.
- Collaborated with Marketing to create blog posts, case studies, and social media content that highlighted accessibility resources and demonstrated ways to incorporate Stark into their workflow.
- Developed an onboarding journey for new users to provide them with resources and support, that increased 30 day retention by 17%.
- Created and led our beta testing program. Onboarded and supported over 500 users. Released weekly builds and hosted monthly feedback sessions. Integrated feedback collected into sprint planning and roadmap development.
- Led the integration and setup of HubSpot, Zapier, Strapi, and Delighted to automate processes, and built workflows for the entire company.

WP Engine / Flywheel (Acquired by WP Engine) | Customer Success Manager | May 2019 – June 2021

- Onboarded 50+ customers each month to the Flywheel hosting platform with an average MRR of \$135, worked 1:1 to guide them through website creation, migrations, and launch. Provided resources and documentation to enable agencies to best incorporate our platform into their workflows.
- Assisted new customers with setting up our white-labeled billing solution. Trained customers to grow their agencies by creating managed hosting plans and optimizing their service offerings.
- Served as a stakeholder on multiple product teams and acted as a voice for our customers. Provided customer insights for product bugs and feature requests that resulted in the creation of new products and service offerings.
- Managed and organized Net Promoter Score (NPS) feedback and created monthly and on-demand reports on the data that were reviewed by the C-Suite and other company leaders.
- Performed migrations from Digital Ocean to Google Cloud for WordPress websites and responded to technical hosting questions during quarterly retreats to support 24/7 timezone coverage.

EDUCATION

Union College — Lincoln, NE | B.A. in Communication | Minor in Marketing

TOOLS

HubSpot, Intercom, Zendesk, Notion, Zapier, WordPress, Delighted (certified), MailerLite, Shortcut, Ghost, Strapi, HTML & CSS, Figma, FigJam