



Jose Paez

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Summary

Experienced Customer Experience Operations Manager, holding an MBA with a focus on International Business and a Post-Graduate Degree in Data Science and Business Analytics. 5 years of demonstrated expertise in nurturing teams and 10 years orchestrating projects for SMBs and Enterprise-level companies. My focus is on seamlessly integrating product strategies and enhancing customer satisfaction through a data-driven approach. Additionally, I have a passion for CRM development, enablement, and project/program management.

Notable Achievements:

- Successfully generated a combined Annual Recurring Revenue (ARR) of \$3.6 million in 2022 by strategically implementing Sales Assisted motions and Call to Actions (CTAs) alongside CX initiatives.
- Implemented two innovative AI programs, elevating the customer experience and resulting in cost savings of approximately \$200,000 YOY for the Customer Care organization.
- Collaborated on 35+ product launches annually with Product and Engineering teams to ensure flawless integration.
- Designed and led 17+ impactful programs YOY to enhance the Customer Experience team, contributing to a 95% world-class CSAT, 9 Stevie Awards, and overall business success.

Beyond my professional endeavors, I find fulfillment in volunteering as a guitar teacher, skateboarding, and working on my 1986 Porsche 944T.

Experience

Manager, Customer Experience Operations

WP Engine

May 2021 - Present (2 years 5 months)

As the leader of our dynamic 5-person Enablement and Programs team, my role centers on harnessing advanced AI chatbots, self-serve documentation, and churn reduction strategies to elevate the customer experience and fuel business growth. With over 2 million customer touchpoints a year, my responsibilities encompass orchestrating the development and successful execution of over 17 Customer Care programs, managing a repository of 8,000 external and internal documents, and working closely with Support leadership and various stakeholders throughout the organization to proactively address customer concerns and enhance overall satisfaction.

Furthermore, I spearhead enablement initiatives for new products and foster collaboration with cross-functional teams, including Revenue Operations, Product & Engineering, Sales, and Marketing, ensuring the seamless execution of product launches and updates.

Customer Experience Program Manager

WP Engine

Jul 2018 - May 2021 (2 years 11 months)

Responsible for the development, coordination, and maintenance of key customer experience initiatives, including the creation and management of the quick course and refresher platform, internal CX knowledge base, curated content program with self-study resources, and the management of a 16-person SME program, as well as the Support Mentorship Program and Engineer-Support Rotation Program. In this role, I was responsible for overseeing knowledge base management and serving as a content curator for the Support Center. Additionally, I was responsible for maintaining system and vendor relationships for CX systems, and collaborating with the L&D team to develop and deliver ongoing training programs and strategies.



Development & Communications, Manager

Texas Advocacy Project, Inc.

May 2017 - Jul 2018 (1 year 3 months)

Lead the development and communication team, as well as oversee the management of volunteers. Was responsible for creating and executing effective communication strategies, including the development of press releases, social media campaigns, email and newsletter content. Also be responsible for managing fundraising, events, web marketing, e-commerce, and Hope campaigns. Additionally, I acted as the IT lead for the agency, managing and maintaining the agency's technology infrastructure.



Project Manager

Texas Advocacy Project, Inc.

May 2016 - May 2017 (1 year 1 month)

Responsible for the management and execution of various programs and initiatives, including events, marketing strategies, webinars, and client tracking systems. Additionally, I provided IT support, managed and recruited volunteers, and worked closely with the Director to implement volunteer activities. My role also included providing presentations and outreach to generate awareness for the organization's mission and programs.



Manager, Account Specialist

FoodPub

Dec 2014 - May 2016 (1 year 6 months)

Orchestrated the end-to-end development and implementation of a robust sales platform, which encompassed crafting persuasive sales scripts, meticulously monitoring key performance metrics, and harnessing the power of CRM tools for enhanced productivity. My responsibilities extended to sitting alongside the team and executing proactive outbound B2B prospecting campaigns and expertly handling account development calls, thereby driving lead generation efforts and maintaining productive engagement with both new prospects and existing clientele.

Played a pivotal role in maintaining exceptional customer satisfaction and experiences for our current subscription customers. My commitment to troubleshooting and providing ongoing support ensured the seamless functioning and satisfaction of our valued customers.

Education

★ Texas State University

BA, Major: Psychology; Minor: Business Administrations
2009 - 2013



St. Edward's University

Master of Business Administration - MBA, International/Global Studies
2018 - 2021



The University of Texas at Austin

Postgraduate Degree, Data Science & Business Analytics
2021 - 2022

Licenses & Certifications



Becoming an Effective Manager - Abilitie

https://www.credly.com/badges/c9bb6eb7-fdec-4937-9b9e-2bbb872972bb/linked_in_pro



Inbound Marketing Certification - HubSpot

<https://hubspot-academy.s3.amazonaws.com/prod/tracks/user-certificates/23-756102>



Leadership Workshop - The Arbinger Institute



Mimic Pro - Digital Marketing - Stukent

<https://home.stukent.com/certificate/b996f95db3>

Skills

Coaching • Leadership • People Management • Customer Experience • Cross-team Collaboration •
Data Analysis • Business Strategy • Churn Management • Customer Satisfaction (CSAT) • Program
Management