

Janice Bacuetes

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Experience

Sr. Director of Client Experience

April 2017–September 2017

MANAGED BY Q

New York

- Founded CX team to take ownership of support issues previously handled by account managers, doubling account management team capacity
- Streamlined communication between CX team and marketplace service providers, decreasing customer resolution time from 48 hours to 6 hours
- Created new workflow processes that increased email responses within 2 hours from 45% to 97% in 3 weeks
- Launched in-app live chat and support hotline to further improve response and resolution time
- Developed QA program to evaluate team interactions across support channels and ensure service standards
- Established training program on customer-centric communication, leveraging sales opportunities, and productivity to support team development and customer experience

Sr. Director of Account Management

Aug 2015–April 2017

MANAGED BY Q

New York

- Led a team of 15 account managers across four cities, managing \$4.7 million in monthly recurring GMV
- Championed and managed Salesforce CRM implementation to help transition team into a growth organization
- Defined account tiers based on size, spend, and purchasing activity to prioritize account manager outreach
- Launched “calculated health,” a data-driven, objective measure of individual account health
- Implemented first-ever incentive plan based on individual and city performance to encourage account growth
- Partnered with Marketing to launch customer lifecycle emails and customer love campaigns

Director of Customer Insights

March 2012–July 2015

RENT THE RUNWAY

New York

- Grew team from 6 to 65 and developed cyclical hiring process to provide support during peak seasons
- Increased service standards and operational efficiency: 93% phone answer rates, <3-hour email resolution, <1 minute chat response, Net Promoter Score of 69
- Developed an agent customer love program that received prominent press coverage
- Forged partnerships with 1-800-Flowers and Godiva to systematically deliver gifts to customers with delayed or unfulfilled orders
- Managed a team of 65 associates and an annual department budget of \$3.1 million
- Spearheaded project to upgrade team technology, including support ticket software, IP telephony, and more
- Selected by executive team as one of two 2013 Core Value Award grand prize winners, for best personifying the company core values

Enterprise Account Executive

Nov 2011–March 2012

BUDDY MEDIA

Enterprise social media marketing suite acquired by Salesforce.com

New York

- As founding member of the inside sales team, developed processes for prospecting and converting new leads
- Closed enterprise subscriptions targeted at C-level executives that averaged \$6,000/month per contract

Director of Sales

Apr 2011–Aug 2011

CLOVER

Stealth-stage ecommerce startup backed by Andreessen Horowitz

New York

- Founded and built a sales organization of 14 Account Executives in four months
- Exceeded team quotas by an average of 110% and designed a training program that enabled new AEs to close 15 new accounts within their first month

- Worked with Sales Operations to develop efficient order fulfillment workflows and compensation plans

Sales Manager

Feb 2010–Apr 2011

Senior Account Executive

Jul 2008–Feb 2010

YELP

Phoenix/San Francisco

- Founded and helped grow the Phoenix sales team from 20 to 200+ employees in less than 18 months
- Led a team of 10 AEs with a monthly quota of \$150k; achieved 118% of quota (\$530k) in Q1 of 2011

Education

UNIVERSITY OF CALIFORNIA, SANTA BARBARA

B.A., Business Economics • 2008