

MICHAEL ZARICK

CUSTOMER SUCCESS MANAGER



502-403-6120



me@michaelzarick.com



linkedin.com/in/michaelzarick/



Indianapolis, IN

PROFILE STATEMENT

People-focused and passionate **Customer Success Manager** with over four years of experience working with startups to build a culture of learning, customer retention, and outreach. Adept at defining and executing product roadmaps, optimizing customer engagement, and driving impactful feature rollouts. Excels in translating complex user needs into actionable product solutions that drive growth and efficiency for all clients.

PROFESSIONAL WORK EXPERIENCE

Founding Success & Product Manager | Bottle.com 2021 - 2025

- Led strategic product improvements based on customer insights and behavioral data analysis, resulting in optimized user experiences and a 34% increase in engagement
- Collaborated with cross-functional teams to align product roadmap with sales and customer needs, strengthening product adoption and positioning solutions that directly addressed business challenges.
- Owned the end-to-end product lifecycle, collaborating with engineering, sales, and design teams to deliver an enhanced 2.0 product experience for 50+ customers, improving retention by over 70%

Key Achievement: Overhauled all company onboarding and support practices leading to high customer retention

Organization Manager/Founder | Team Opulence 2021-2022

- Led operational and partnership initiatives, establishing effective processes for talent and sponsorship negotiations.
- Scaled community engagement through targeted social media strategies, achieving rapid audience expansion within two months.
- Built and managed a professional gaming organization, fostering player development and brand positioning.

Key Achievement: Achieved rapid social media growth demonstrating effective brand promotion strategies

Customer Success Lead | Rebel Inc. 2020 - 2021

- Developed tailored customer solutions and project scopes to address unique client needs within the merchant sectors, leading to a 40% increase in product utilization and satisfaction.
- Built impactful presentations and business cases that resonated with C-level stakeholders, effectively communicating complex product capabilities and measurable benefits.

Key Achievement: Set up over 30 diverse merchant accounts, through the creation of engaging online communities

Counselor in Training Director | YMCA Camp Piomingo 2013 - 2017

- Empowered 30+ prospective counselors with effective leadership and communication skills.
- Planned and executed daily schedules and lessons focusing on self-improvement, fulfillment, and professionalism

Key Achievement: Developed a comprehensive training program for prospective counselors, equipping them with the skills to excel in their roles

AREAS OF EXPERTISE

- Technical Troubleshooting
- Onboarding Workflows
- Design-Centered Thinking
- Conflict Resolution
- Engagement Strategy
- Data-Driven Decision Making
- Cross-Functional Collaboration
- Customer Relationships
- Adaptable Thinking

EDUCATION

Computer Science

Focus: Computer Languages

Indiana University

Bloomington, IN

Attended

2014-2019