JEAN ANTHIS

Fractional Customer Success Manager | Project Manager | Influencer Campaign Manager

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SUMMARY

Customer Success, Project Management, and Marketing Campaign professional with 8+ years driving measurable outcomes across SaaS and entertainment/marketing organizations. Proven track record increasing product adoption, reducing churn, accelerating onboarding, and leading cross-functional projects from kickoff to close — on time and within scope. Equally experienced managing influencer marketing campaigns end-to-end, from creator sourcing through ROI reporting. Available for fractional, contract, and project-based engagements. Fluent in English and Spanish.

SKILLS

- Customer Success Management
- Project Management
- Account Management
- Change Management
- Influencer Marketing
- Onboarding & Training
- Cross-functional Collaboration
- Sales Strategy & Upselling
- HubSpot, Salesforce, Zendesk
- Asana, Figma, Canva
- SQL, Google Workspace
- Data Analysis & Business Analytics
- Customer Feedback Systems
- FTC Compliance & Brand Safety
- Spanish (Fluent)

EXPERIENCE

Influencer Marketing Coordinator (Contract) Jun 2025 – Present

Celestial Alliance Entertainment Group — New York, NY

- Manage end-to-end influencer campaign coordination across cooking and lawn & garden verticals, sourcing and vetting creators aligned to brand personas and campaign KPIs.
- Build and maintain relationships with micro and macro influencers, handling outreach, negotiations, and contract deliverables to ensure on-time content execution.
- Track campaign performance metrics including reach, engagement rate, EMV, and ROI, compiling post-campaign reports for brand stakeholders.
- Coordinate content review and approval workflows between influencers and brand teams, ensuring FTC compliance and brand-safe messaging.
- Maintain influencer CRM database, tagging creators by niche, audience demographics, and past performance to inform future campaign casting.
- Support paid amplification strategy by identifying top-performing organic content for whitelisting and boosting across paid social channels.

Account Manager May 2024 – Jun 2025

Apex Systems — Dallas, TX

- Led program planning and customer-facing business reviews, strategically prioritizing engagements and project timelines to drive customer outcomes, resulting in a 30% improvement in overall program delivery efficiency.
- Monitored adoption and usage of Microsoft products across the customer portfolio, identifying key areas for improvement and driving a 10% increase in product utilization.
- Conducted in-depth investigations into claims of fraud and cybersecurity attacks, leading to a 15% reduction in fraudulent activity and a 20% decrease in successful cyber-attacks on client accounts.
- Collaborated cross-functionally with internal teams to ensure seamless program execution, enhancing customer satisfaction and engagement with a focus on continuous improvement.
- Delivered actionable insights and recommendations to clients, optimizing their Microsoft product usage and security protocols, contributing to measurable gains in both performance and security.

Senior Customer Success Manager (Contract) Dec 2022 – Jan 2024

Fairmatic Insurance — Dallas, TX

- Managed 100 accounts valued at $4M, driving a 37% increase in product adoption and achieving an 88% overall retention rate.
- Developed and executed a proactive customer engagement strategy, reducing customer churn by 20% and boosting overall policy compliance by 20%.
- Identified and implemented strategies to address onboarding pain points, resulting in a 50% reduction in customer onboarding times and a 30% increase in software adoption.
- Analyzed large data sets from 200 accounts, utilizing insights to streamline onboarding and renewal processes, enhancing efficiency for the customer success department.
- Collaborated with cross-functional teams to refine customer success workflows, improving client satisfaction and accelerating time-to-value for new customers.

Senior Customer Success Manager Jan 2022 – Dec 2022

A Squared Consulting Services — Dallas, TX

- Managed the business relationship and retention efforts throughout the entire customer lifecycle, ensuring ongoing satisfaction and long-term success for clients.
- Developed and implemented a retention strategy that reduced customer churn by 12%, contributing to a $2 million increase in annual recurring revenue.
- Created and launched a customer feedback system, increasing the number of monthly reviews by 20% and generating actionable insights that drove key product improvements.
- Streamlined the customer onboarding process, reducing average onboarding time by 15% and boosting customer satisfaction by 10%.
- Collaborated with product and development teams to address customer feedback, resulting in enhanced product features and improved client retention.

Senior Consultant, Business Operations Improvement Sep 2020 – Jan 2022

Robert Half — Dallas, TX

- Led cross-functional project teams and managed client relationships, increasing client satisfaction and retention by 20% through personalized service and proactive engagement.
- Identified inefficiencies in existing business processes via data analysis, leading the development and implementation of streamlined project workflows that reduced project delivery time by 30%.
- Managed and executed project plans for the implementation of new software and processes for 10 large enterprise clients, achieving a 20% increase in operational efficiency.
- Directed change management strategies to ensure the successful adoption of new software and processes, training over 100 employees and achieving a 95% user satisfaction rate.
- Collaborated with cross-functional teams to drive continuous improvement initiatives, ensuring sustainable performance enhancements for clients and maximizing business value.

Customer Success Manager Jun 2018 – Dec 2021

A Squared Consulting Services — Dallas, TX

- Managed a portfolio of 60 accounts, generating $1 million in annual revenue while maintaining strong customer relationships and delivering consistent value.
- Executed targeted sales strategies that resulted in a 10% growth in upsell and cross-sell opportunities across the account base, driving increased revenue.
- Achieved a 90% customer satisfaction rating by implementing a proactive onboarding process, delivering training sessions, and providing ongoing support to clients.
- Drove a 75% adoption rate of the technology platform through effective onboarding and continuous engagement, ensuring clients fully leveraged the solution.
- Collaborated with internal teams to identify and address customer needs, leading to improved retention and long-term customer success.

Senior Consultant, Customer Experience & Strategy Jun 2016 – Jun 2017

Deloitte & Touche LLP — Boston, MA

- Led cross-functional project teams designing and implementing global training programs and SOPs for retail operations across the US and Latin America, managing timelines and stakeholder alignment for enterprise clients including Costco, Walmart, WeWork, Target, and Audi.
- Managed multi-site project rollouts including audits, technology implementation, and process redesign, driving a 75% improvement in operational efficiency across client locations.
- Directed a remote project team of 20 to deliver senior management training on new financial and accounting processes, achieving a 100% on-time project delivery rate and measurable reductions in operational costs.

Senior Associate, Retail Sales Nov 2012 – Dec 2015

T-Mobile — Boston, MA

- Coached and mentored teams of 10+ in local store operations, focusing on KPI metrics related to operations and sales, driving improved team performance.
- Achieved store growth of 15–30% monthly by implementing customer-centered sales techniques and utilizing SAP-based systems to optimize sales processes.
- Launched and project-managed a structured mentee onboarding program for new sales reps, resulting in a 67% increase in staff retention and improved team cohesion.

EDUCATION

MBA, Business Administration and Management

Grenoble Ecole de Management — Grenoble, France

Bachelor of Arts, African and African Diaspora Studies

University of South Florida — Tampa, FL

Bachelor of Arts, Music

University of South Florida — Tampa, FL