



CONTACT



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PASSIONS



TRAVEL



COFFEE



SOCIAL MEDIA



SPORTS

SKILLS

CUSTOMER RETENTION & ADOPTION



CRM (SALESFORCE)



PROGRAM MANAGEMENT



CUSTOMER EDUCATION



REFERENCES

CECILIA CAYETANO

COO and Co-Founder,
Educative, Inc.
(206) 245-8969
cayetanocb@yahoo.com

RYAN FRAZIER

CEO and Co-Founder,
Arrived Homes
(501) 276-2823
ryan@arrivedhomes.com

WORK EXPERIENCE



SPROUT SOCIAL
Seattle, WA

STRATEGIC CUSTOMER SUCCESS MANAGER

October 2019 – Present

Migrating 1,000+ mid- and enterprise clients from Simply Measured to Sprout Social ecosystem. Partner with product and customer marketing teams to deliver educational collateral and information on metric parity. Collaborate with clients to harness Sprout features and meet client goals.

SENIOR CORPORATE CUSTOMER SUCCESS MANAGER

July 2019 – October 2019

Continuing interaction and connection with corporate clients, assisting with retention and customer satisfaction. Provide training, support and strategic advice to existing agency and brand accounts. Maintain effective communication with clients and internal teams to resolve issues.

CORPORATE CUSTOMER SUCCESS MANAGER

June 2018 – July 2019

Part of transition team, entering new role with Sprout Social acquisition. Interact and connect with over 80 corporate clients, assisting them in meeting business goals while increasing customer satisfaction and account retention. Provide training, support and strategic advice to existing agency and brand accounts. Communicate with clients and work across Sprout Social teams to resolve issues quickly and efficiently.



SIMPLY MEASURED
Seattle, WA

CUSTOMER SUCCESS MANAGER

September 2017 – June 2018

Assist over 500 customers meet business goals while increasing customer satisfaction and account retention. Provide training, support and strategic advice to existing agency and brand accounts. Communicate with customers and work across Simply Measured teams to resolve issues quickly and efficiently.

SALES DEVELOPMENT REPRESENTATIVE

July 2017 – September 2017

Responsible for outbound prospecting. Measured upon ability to qualify leads and move down the sales pipeline to an account executive. Leveraged insights to assist future customer in optimizing social analytics.



WASHINGTON
STATE UNIVERSITY
Pullman, WA

GRAD ASSISTANT, DIGITAL SCHOLARSHIP & CURATION

2016 – 2017

Worked in data management, editing, and transcription for the Center for Digital Scholarship and Curation (CDSC). Produced workshop materials, educational resources, and digital course materials. Designed and conducted graduate student, faculty focus groups, and class sessions.

VIDEO COORDINATOR, WOMEN'S BASKETBALL

2012 – 2016

Oversaw and filmed all practices and games both home and away. Created highlight and social video content. Managed multiple events, budgets, and timetables, including annual alumni event, practice player scheduling, and summer elite basketball camps.

EDUCATION



MASTERS OF EDUCATION, SPORT MANAGEMENT

Washington State University – May 2017

BACHELOR OF ARTS, COMMUNICATION (PR)

Washington State University – May 2014