

NIGEL DE LA CRUZ

SENIOR CUSTOMER SUCCESS MANAGER – SENIOR ACCOUNT EXECUTIVE

CONTACT

561.809.3171

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Fort Lauderdale, FL

SKILLS

Management Skills

Data Analysis

Account Management

SaaS Onboarding

Contract Negotiation

Salesforce / Hubspot

Renewal Management

Revenue Growth

Generative AI tools

Sales Pipeline Management

EDUCATION

Florida Atlantic University

2010-2015

BS in Biology

LICENSE and Certificates

Real Estate License

Public Adjuster License

Notary

PROFILE

Dedicated and results-driven professional with 8+ years of experience in sales and customer success, specializing in client relationship management, onboarding, and driving revenue through tailored solutions. Proven track record of achieving sales targets while improving customer retention and satisfaction.

EXPERIENCE

Senior Account Executive – Vee AI

October – Present

- Managed the full sales cycle, including lead generation, client onboarding, and renewal negotiations.
- Delivered product demonstrations and tailored training sessions to nonprofit teams, maximizing ROI for grant-funded technology initiatives.
- Advocated for nonprofit technology innovation by providing strategic guidance and demonstrating value-driven AI implementations.

Senior Customer Success Manager – Giraffe360

August 2022 – September 2024

- Partnered with client's post-sale to ensure seamless onboarding, deliver product training, and drive user adoption, resulting in a 94% client retention rate.
- Spearheaded quarterly business reviews, presenting actionable insights and performance metrics to stakeholders.
- Partnered with sales to identify expansion opportunities, contributing to an 18% increase in upsell revenue.

Senior Business Consultant - DOMA

July 2021-August 2022

- Played a pivotal role in onboarding and training new clients, ensuring a smooth transition and high adoption rates.
- Cultivated strong relationships with key stakeholders, enhancing client satisfaction and loyalty.
- Successfully converted cold leads into sales opportunities, achieving a 16% conversion rate and expanding DOMA's client base across South Florida.

