

Rickey Jolley

Irmo, SC | (864) 205-1460 | rickey@rickeyjolley.com | [linkedin.com/in/rickeyjolley](https://www.linkedin.com/in/rickeyjolley)

Strategic Customer Success Manager | Enterprise SaaS & MarTech

Portfolio Expansion | Net Revenue Retention (NRR) | Technical Architecture & Lifecycle Orchestration

Enterprise Customer Success Leader with over 8 years in B2B SaaS specializing in account retention, commercial expansion, and technical adoption across Tier-1 enterprise accounts. Manages a \$5.7M+ active ARR portfolio across complex, regulated verticals including financial services, multi-brand hospitality/QSR holding groups, consumer tech, and travel platforms. Consistently delivers 120%+ annualized Net Revenue Retention (NRR) and ~95% Gross Revenue Retention (GRR) by pairing technical depth in data foundation modeling, API workflows, and omnichannel journeys with C-level executive alignment.

Core Competencies

- **Commercial & Portfolio Growth:** 120%+ Annualized NRR, 95% Gross Retention (GRR), Executive QBRs/EBRs, Multi-Year Renewals, Expansion Discovery, Churn Mitigation.
- **Omnichannel Lifecycle Orchestration:** Cross-Channel Flows (Push, Email, SMS/RCS, In-App), Jinja-Based Personalization, Event-Driven Triggering, Deliverability & IP Warmup Strategy.
- **Technical Acumen & Data Architecture:** Event & Attribute Modeling, Computed Traits, Advanced Segmentation Logic, API Connectors & CDPs, A/B Testing, Merlin AI & Predictive Analytics.
- **Enterprise Governance & Tooling:** Salesforce CRM, SpotDraft CLM, Jira, Confluence, GTM Buddy, Gainsight-class Health Scoring, Tableau, SQL.

Professional Experience

MoEngage Global | Irmo, SC (Remote)

Senior Client Success Partner — North America Enterprise | August 2024 – Present

Client Success Partner | March 2022 – August 2024

- Manage commercial growth, platform adoption, and account health for an enterprise portfolio of 8 strategic accounts totaling **\$5.7M+ in active ARR**, maintaining **120%+ annualized NRR** and **~95% Gross Revenue Retention (GRR)**.
- Partnered with executive leadership at a multi-brand restaurant holding company to expand an initial pilot into an enterprise-wide deployment across Email, SMS, On-site, and In-App channels, driving **\$2.6M+ in net-new expansion ARR**.
- Led retention and renewal strategy for a Tier-1 financial services institution, navigating multi-entity legal restructuring, infosec audits, and procurement redlining to scale account recurring revenue to **\$1.0M+ ARR**.
- Advise enterprise marketing and engineering counterparts on event taxonomy design, computed traits, and data privacy controls, ensuring client data structures support advanced real-time segmentation and cross-channel journeys.
- Establish operational rhythms across cross-functional internal teams (Solutions Engineering, Product, Support, and Sales), conducting structured QBRs to uncover renewal risks and accelerate adoption of predictive AI features.

- Conduct technical deliverability audits, dedicated IP warmup plans, and Jinja template debugging, maintaining high inbox placement and SLA compliance across high-volume promotional and transactional messaging streams.

GRIN | Remote

Customer Success Manager | August 2021 – November 2021

- Owned relationship health and strategic onboarding for mid-market and enterprise direct-to-consumer (D2C) brands utilizing creator management and influencer marketing automation software.
- Accelerated initial time-to-value (TTV) through tailored workflow discovery, platform integration (Shopify, WooCommerce), and recurring adoption reviews.

ClickDimensions | Greenville, SC

Customer Success Manager | July 2020 – August 2021

Solution Architect | October 2019 – July 2020

Product Consultant | April 2017 – October 2019

- Managed a customer portfolio of **120+ accounts**, serving as the primary strategic and commercial advisor for marketing automation software natively integrated with Microsoft Dynamics 365 CRM.
- Designed technical architectures for enterprise CRM data synchronization, lead management, campaign automation, and web tracking.
- Developed and delivered customer enablement collateral, webinars, and best-practice workshops covering email deliverability, subscription management, and campaign automation workflows.
- Promoted three times across four years from Product Consultant to Solution Architect to Customer Success Manager based on strong retention and marketing technology expertise.

Poindus Systems Corp. | Taipei, Taiwan

Senior Marketing Manager | November 2013 – January 2017

- Guided international digital marketing, channel partner enablement, and business development across North America, Europe, and APAC.
- Analyzed lead performance metrics and managed CRM systems (Salesforce, HubSpot) to support commercial expansion and pipeline growth.

Education & Credentials

- **Bachelor of Science (B.S.), Experimental Psychology** | College of Charleston
- **Bachelor of Arts (B.A.), German Language and Literature** | College of Charleston
- **Certifications:** Google AI Professional Certificate | Google Data Analytics Professional Certificate | ClickDimensions Certificate | Inbound Marketing Certified
- **Languages:** English (Native), Mandarin Chinese (Limited Working), German (Limited Working)