

Oksana Aloshyna

CUSTOMER SUCCESS MANAGER

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SUMMARY

- Customer Success Manager with 8 years of overall customer-focused experience at a complex B2B SaaS, including 1 year of dedicated enterprise account management.
- Proven expertise in building and nurturing relationships with clients and driving product adoption across their organizations.
- Experienced in mapping and improving the customer journey, and bringing the voice of the customer to product teams.
- Always curious: lately obsessed with product usage analytics that helps me prioritise at-risk accounts and create tailored reach-out strategies.

RELEVANT PROFESSIONAL EXPERIENCE

CUSTOMER SUCCESS MANAGER

Company: **ShortPoint, Inc.**

February 2025 - Present

- **Managed a portfolio of 21 enterprise customers**, building trusted relationships from the ground up through regular strategic meetings and proactive engagement.
- **Increased product adoption** across customer teams by conducting tailored onboarding sessions for previously inactive users, helping decision-makers spread the message about our product, and implementing targeted enablement strategies (webinars, QBR sessions, check-ins, one-on-one product training).
- **Helped customer account expansion** using opportunities to upsell additional designer licenses and professional services.
- Measured the product adoption increase through careful data analysis in Mixpanel and documented **a 24% product engagement increase of enterprise teams after our collaboration**.
- Led an implementation of an interactive onboarding checklist for new users, applying customer journey insights to create a gamified progress-tracking experience that **increased new user engagement by 17% and reduced early-stage churn**.
- Served as the **voice of the customer** to product leadership, translating support trends and usage analytics into actionable product insights that shaped feature prioritization and development cycles.
- **Established a health score system** allowing to easily determine, on a pro-active basis, and target users that are most likely to churn.

CUSTOMER EXPERIENCE TEAM MANAGER

Company: **ShortPoint, Inc.**

February 2019 - February 2025

- **Established customer journey mapping as a core strategic practice**, regularly presenting journey analytics and customer insights to the leadership team, collecting insights and translating them into actionable items to reduce bottlenecks and improve user experience.
- Established and with my team built comprehensive digital self-service ecosystem including 700+ knowledge base articles, video tutorials, and automated helpdesk workflows that deflected 21% of support inquiries and enabled 24/7 customer support.

- Deployed and configured from scratch our helpdesk software, Freshdesk, and set up complex automations and integrations to HubSpot CRM.
- Started **managing a portfolio of 12 enterprise segment customers** creating tailored reach-out campaigns, support sessions and presentations.
- **Built the CX department from the ground up**, recruiting and onboarding a team of 11 support agents, setting up operations, automations, and educational materials.
- Led customer education initiatives, including live webinars, instructional videos, and content production, significantly raising the level of customer education.

TECHNICAL SUPPORT AGENT

Company: **ShortPoint, Inc.**

January 2018 - January 2019

- Pioneered the customer support role in the company.
- Assisted customers with technical queries and guided them in designing intranet websites.
- Worked extensively with the product team reporting issues in JIRA.
- Created technical documentation and support articles to help users.

PRODUCT SUPPORT AND SALES EXPERT

Company: **Kromtech Alliance (Zoom Support)**

January 2015 - October 2015

- Provided technical support and guided users through product activation in screen-sharing sessions.
- Expanded customer accounts by upselling advanced subscriptions.

EDUCATION

Master's Degree in Finance (Honours), Lviv State Academy of Finance, 2009 - 2014

CERTIFICATIONS

- Customer Success: How to Reduce Churn and Increase Retention — Udemy, March 2025
- Data Visualization and Dashboards with Excel and Cognos — IBM, April 2024
- Excel Essentials for Data Analytics — IBM, February 2024
- Customer Experience: Journey Mapping — LinkedIn, Feb 2022
- Management Essentials — Harvard Business School, May 2021

TECH STACK

- Customer experience platforms: Hubspot CRM, Freshdesk, Zendesk, Intercom
- Analytics and Business Intelligence: Excel, PowerBI, IBM Cognos, Mixpanel
- Intranet Platforms: SharePoint and Microsoft 365
- Customer Journey and Visualisation: Miro, Lucidchart, FigJam
- Project Management: JIRA, Confluence, Asana
- Automation and Integrations: Zapier, Make

LANGUAGES

English - Fluent

Polish - Intermediate

Ukrainian - Native

French - Beginner