

VERONICA GRANATA

CONTACT

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SKILLS

Customer Success

- Lifecycle Management
- Relationship Building
- Onboarding & Training
- Retention Strategy

CRM & Data Tools

- Salesforce
- Acculynx
- Microsoft & Google Suites

EDUCATION

B.A. in Communication

Southern New Hampshire University
In Progress, Expected July 2026

A.A. in Communication

The County College of Morris

Professional Profile

A results-driven Customer Success professional with over 9 years of experience fostering strong client relationships and driving growth through a unique blend of consultative sales, technical expertise, and a passion for customer empowerment. Adept at managing the entire customer lifecycle, from onboarding and support to retention and advocacy, leading to significant increases in revenue and customer loyalty.

Professional Experience

Retail Leadership & Sales

2016 – Present

Best Buy & Various Retailers

- Implemented consultative selling strategies, resulting in a **significant increase in monthly sales** and consistently ranking in the **top 10% for customer satisfaction**.
- Developed and managed client portfolios, boosting customer retention by about 15% and increasing repeat business through targeted outreach and relationship-building initiatives.
- Optimized onboarding and user adoption by delivering technical training and troubleshooting, contributing to a **10% improvement in customer onboarding success rate**.
- Contributed to **revenue growth** by identifying upsell opportunities and implementing retention strategies that reduced churn by **8%**.

Waitress / Event Coordinator

March 2024 – April 2025

The Godfather Seafood Bar and Grill

- Coordinated and executed high-pressure events for up to 150 guests, achieving a **95% positive feedback rate** and driving repeat business through exceptional service delivery.
- Improved event efficiency by developing streamlined processes for guest management and vendor coordination.

Administrative Assistant, Customer Success

January 2024 – January 2025

Blue Nail Exteriors

- Managed the end-to-end customer journey for over **250 leads monthly** using Acculynx CRM, from initial screening and scheduling to follow-up and complaint resolution, resulting in a **12% increase in customer retention rate**.
- Streamlined client communications as the primary point of contact, ensuring a seamless and positive experience and reducing response times by **20%**.
- Developed and maintained detailed reports in Microsoft Excel, providing actionable insights that supported process improvements and increased team efficiency by **15%**.