

Luke Warner

Customer Success Manager

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PROFILE

I'm a Customer Success leader who thrives on helping people and building meaningful relationships. I genuinely enjoy meeting new people and fighting for our customers. I've been integral in managing customer relationships, driving product adoption, and building CS processes that level up our business and department.

EXPERIENCE

Head of Marketing

Feb 2023 – Present

Universal Speed Rating & Spellman Performance, Remote

- Designed and executed integrated marketing strategy across paid media, social, email, and CRM to drive customer acquisition and engagement for B2B and athlete-facing initiatives
- Scaled company revenue from \$370k to \$1.07M through targeted customer acquisition and lifecycle engagement strategies
- Managed paid advertising campaigns across Meta averaging 3.5x ROAS
- Grew and maintained social media accounts of 70k plus followers
- Owned email marketing and customer lifecycle communications for 20,000+ performance coaches, driving engagement and retention initiatives
- Built customer advocacy program by partnering with coaches to amplify brand story and establish market leadership in performance coaching

Customer Experience Manager

Oct 2021 – Feb 2023

Dover, Remote

- Spearheaded customer onboarding and engagement strategy for 20 high touch customers, managing 40-50 stakeholder relationships across multiple hiring managers to drive product adoption and expansion
- Managed renewal strategy and identified upsell opportunities through customer conversations and proactively recommending expansions when customers showed strong success
- Advocated for customers to product and leadership teams, sharing customer feedback and insights that informed product decisions and business strategy

Director of Customer Success

Dec 2020 – Nov 2021

MaxOne, Grand Rapids, MI

- Oversaw product adoption, renewals, and churn for all customers including enterprise accounts
- Was trusted advisor for all MaxOne customers on using and gaining value from the MaxOne Product suite
- Internal voice of the customer to product, e

Customer Success Manager

Aug 2019 – Dec 2020

MaxOne, Grand Rapids, MI

- Consulted clients on go-to-market strategies and drove digital coaching adoption within MaxOne's product ecosystem
- Built and scaled customer retention and customer success operations to maximize recurring revenue and product adoption
- Onboarded customers to our product through automated email campaigns, in-app guides, building a knowledge base, and 1:1, and 1:many product demos

Marketing and Sales Manager

Jan 2019 – Aug 2019

MaxOne, Grand Rapids, MI

- Led social media and email marketing campaigns while managing outbound and inbound sales development
- Conducted outbound sales via social media, outbound calls, and other business development methods
- Led product demos for inbound sales calls

E D U C A T I O N

BS, Sport Management and Business Minor

2015-2019

Grand Valley State University

- Frederik Meijer Honors College
- Seidman College of Business
- American Marketing Association
- Campus Ministry @ GVSU

S K I L L S

Customer Success: Account Management, Customer Retention & Upsell Strategy, Product Adoption & Onboarding, Relationship Building, Stakeholder Management, Product Feedback

CRM & Automation: HubSpot (setup, automation, lifecycle management), CRM Automation and Email Marketing, Zapier & Make (workflow automation), Customer Lifecycle Communications

Tools & Platforms: G-Suite, Slack, Zoom, Figma (design collaboration), Notion (documentation & knowledge management)

AI Tools: Claude, ClaudeCode, Codex, AI-powered efficiency optimization