

Olivia Dydyna

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PERSONAL STATEMENT

Energetic problem solver with 6 years of client management, SaaS and agency expertise. Skilled in human connection, process improvement and marketing with a strong empathy for customers and passion for driving cultural change.

EXPERIENCE

Be Sexeseful, LLC – Miami, FL

OWNER - SEX, LOVE AND RELATIONSHIP COACH

April 2021 – Present

- Empowering men and women to heal and expand their relationship with others and sex using the VITA method, a tantric approach to sex, love and relationships
- Methods include guided breathwork, meditation, inner child work, energy embodiment, and energy healing

On the Map Marketing – Miami, FL

DIRECTOR OF CUSTOMER SUCCESS

April 2019 – April 2021

- Built the Customer Success department through hiring and training a **team of seven employees** within account management and project management roles
- Served as strategic right hand to C-level executives developing customer life cycle and internal organizational structure throughout agency evolution; collaborated with leadership team to create company vision, core values and 3 year plan
- Created an account retention strategy that increased client lifespan by **3 months retaining over \$210k in MRR**
- Oversaw **200+** monthly subscription based internet marketing accounts (**\$200k MRR**). Industries include: law firms, roofers, plumbers, and service based businesses
- Unified company vision and **reduced department churn by 80%** through process improvement; including but not limited to onboarding and EBR decks, customer email templates, employee training materials, and CRM documentation

Vibes – Chicago, IL

SENIOR CUSTOMER SUCCESS MANAGER

Jun 2015 – March 2019

- Responsible for helping global brands build mobile marketing relationships through innovative messaging systems
- Managed **over \$1.8M in booked revenue** and acquired **2M+ mobile subscribers** across national accounts. Clients include: The Children's Place, francesca's, Victoria's Secret, Banana Republic, Gap Factory, and Mario Tricoci
- Defined customer goals & objectives through acquisition, engagement, and conversion strategies via SMS, MMS, mobile wallet, push notifications, loyalty and transactional messaging
- Implemented **7 strategic mobile wallet pilots** within the UK market advancing company expansion internationally – which led to **\$701k in booked revenue**
- Selected as a **top 5% performer** to spearhead the addition of a brand-new office operation in Miami
- Led 8 quarterly business reviews with senior level executives and presented at 3 company-wide meetings
- Delivered on-site support for technical client launches and served as the main point of contact for issue management
- Showed continuous professional growth year over year with 3 internal promotions, from Intern to Senior Manager

All Terrain – Chicago, IL

BRAND AMBASSADOR

Jun 2013 – Oct 2016

- Leveraged outgoing personality and persuasive skills to attract customers while teaming with colleagues to promote positive brand eminence in the state of Illinois
- Determined duties and responsibilities of on-site activations as Team Lead by exceeding sales' goals by 10%
- Mentored new staff members and motivated 4-8 person teams during 10+ hour shifts

EDUCATION

LOYOLA UNIVERSITY CHICAGO

Quinlan School of Business (Grad. May 2015)

Bachelor of Business Administration in Marketing
College of Arts and Sciences, Minor in Psychology

SKILLS

Languages: Fluent in Polish

Systems: Excel, Gainsight, Quickbase, Salesforce, SaaS based platforms (mobile marketing, SEO) Google Docs, Google sheets, Google slides, Slite, Google Analytics