

ZACHERY GABALDON

Senior Strategic Customer Success Manager

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PROFESSIONAL SUMMARY

Enterprise-focused **Strategic Advisor to executive stakeholders** overseeing a **\$2M+ portfolio**, driving long-term growth through data-driven insights, cross-functional leadership across planning, product and operations teams. Expert in positioning customer success as a strategic revenue focusing on omni-channel investment options and performance optimization.

- **Portfolio:** \$2M+ ARR (including \$1.5M anchor account) across 4 strategic accounts
- **Retention:** 94% 3-year average Gross Revenue Retention
- **Growth:** \$300K+ Expansion Revenue (Since 2022)

Technical Toolkit

- Salesforce, Monday.com, Asana, Naviga, GA4, GTM, Tapclicks, Gamma, Canva, & Adobe Suite

PROFESSIONAL EXPERIENCE

Senior Customer Success Manager | Hearst Media (including 46Mile)

San Francisco, CA | Feb 2022 – Present

- **Strategic Advisory:** Drive full-lifecycle revenue strategy and digital transformation for C-level stakeholders, directing omni-channel investment to maximize portfolio growth.
- **Retention & Growth:**
 - **Maintain 94% GRR** across a complex portfolio while generating **\$300K+ in expansion revenue** through structured renewal forecasting, risk mitigation planning, and data-backed growth roadmaps.
 - **Reversed churn trajectory** for a high-risk **\$257K enterprise account** midway through the contract; rebuilt executive alignment and restructured performance strategy to secure a **full 2026 renewal plus \$80K** in expansion revenue.
- **Stakeholder Management:**
 - Orchestrate **cross-functional** teams (Planning, Ad Products, Traffic) aligning enterprise goals with scalable media solutions, driving measurable revenue and account growth.
 - **Lead executive QBRs and performance strategy sessions**, aligning on KPIs, optimizing budget allocation, and strengthening renewal predictability.

Advertising Project Manager | Park Advertising: PERM Advertising Agency

New York City, NY | Apr 2021 – Feb 2022

- **Partner Success Management:** Managed high-compliance partnerships for major legal firms, ensuring 100% adherence to complex PERM advertising regulations while overseeing a high-velocity project pipeline.
- **High-Volume Case Management:** Managed a consistent monthly pipeline of 60–70 cases, leveraging rigorous prioritization and workflow optimization to maintain high-quality output in a fast-paced environment.

EDUCATION

Bachelor's Degree: Marketing | University of Utah, David Eccles School of Business | 2021

Associate of Science: Weber State University | 2017