

Jack Emerick

Customer Success Team Leader

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Open to: Greater São Paulo, Greater Belo Horizonte or Greater Vitória, Brazil

PROFESSIONAL SUMMARY

Customer Success Team Leader with experience since 2018 leading teams at SaaS companies such as Hotmart, Rock Content and Flexge. Specialist in turning data, automation and processes into sustainable results, with a track record of reducing net churn from 11% to 7%, NPS above 80 and 100% retention in high touch portfolios. My focus is building high-performing teams and driving results through strategic, data-driven management.

PROFESSIONAL EXPERIENCE

Product and Automation Manager

Instituto Adapta | 2024 to present

- Structured the positioning model and launch sales flow for postgraduate courses
- Designed and implemented automation and chatbot flows (ManyChat) for lead capture, nurturing and conversion in live events
- Implemented and managed the CRM (RD Station) for base sales and lead segmentation
- Created LIVEasy (liveasy.com), a proprietary data tracking system for launch events
- Process automation with Google Apps Script and AI (Claude)
- Produced design assets (Figma) for landing pages, ads and event branding
- Sales and delivery management via Hotmart and Sendflow

Affiliate Sales Coordinator

Brazabet Oficial | 2023 (5 months)

- CRM (HubSpot) implementation: process modeling, tool rollout and team training
- Created and maintained processes using BPMN and PDCA methodologies
- Built a negotiation playbook
- Set OKR goals aligned with the company's strategic objectives
- **Result:** increased affiliate activation from 5% to 10% in 3 months

Customer Success Team Manager

Flexge, Global English | 2022 to 2023 (9 months)

- Managed a cross-functional team (B2B CS, B2B/B2C support, enablement) of 8 analysts
- Managed business metrics, identifying conversion and expansion (upsell) opportunities
- Data analysis and dashboard creation in HubSpot
- KPI management: LTV, churn, upsell, CSAT and NPS
- OKR goal setting and agile project management with Scrum
- **Results:** NPS consistently above 80 and logo churn reduced to 4%

Customer Success Team Coordinator, SaaS Business

Hotmart | 2021 to 2022 (1 year 10 months)

- Scaled the SaaS Business Customer Success team, recruiting and developing leaders
- Implemented an Inside Sales team (Predictable Revenue methodology) for the Saveleads product
- Managed business metrics: upsell, cross-sell and churn
- Built dashboards in Power BI and Looker Studio
- Configured a chatbot (Merlin) to automate SaaS customer support
- **Results:** reduced net churn from 11% to 7% and achieved 100% retention in the high touch portfolio

Supervisor of Customer Success, SaaS Business

Hotmart | 2020 to 2021 (3 months)

- Built the Customer Success area from the ground up
- Created onboarding processes and metrics tracking (activation, LTV, churn)
- Set OKR goals and drove continuous improvement (PDCA)
- **Result:** 89% retention

Content Planning Team Supervisor

Rock Content I 2018 to 2020 (1 year 11 months)

- Structured processes and SLAs focused on continuous improvement (PDCA)
- Tracked metrics: deadlines, deliveries, quality, NPS and retention
- Supported the CRM (HubSpot) implementation
- Team development (IDP, one-on-ones, feedback, coaching)
- **Result:** 90% retention, a portfolio of 50 customers per analyst, team of 8 analysts

Content Planning Analyst

Rock Content I 2017 to 2018

Digital Planner

Buscar ID I 2017

EDUCATION

Bachelor's Degree in Advertising

Centro Universitário de Belo Horizonte I 2012 to 2015

SKILLS

Customer Success: CS team leadership, onboarding, retention, churn reduction, account expansion, upsell, cross-sell, health score, high touch portfolio

Metrics: NPS, CSAT, churn, net churn, logo churn, LTV, activation, KPIs

Tools: HubSpot, RD Station, ManyChat, Power BI, Looker Studio, Google Apps Script, Figma, Hotmart, Sendflow, AI applied to CX (Claude)

Methodologies: OKR, Scrum, PDCA, BPMN, Predictable Revenue, IDP

Leadership: hiring, leadership development, one-on-ones, feedback, coaching, training

CERTIFICATIONS

- **Customer Success**, Ion Interactive, 2020
- **Customer Experience**, Ion Interactive, 2020
- **Inbound Marketing**, HubSpot Academy, 2020
- **EF SET Certificate** (English), EF SET, 2020
- **IDP, Individual Development Plan**, Sólides, 2020
- **Emotional Intelligence**, Escola Conquer, 2021
- **High-Impact Communication and Public Speaking**, B2L Educação, 2023

LANGUAGES

- Portuguese: native
- English: professional working proficiency