

Brandon Linden

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PROFESSIONAL EXPERIENCE

Principle Customer Success Manager | LinkedIn

Apr 2025 – Present

- Retainment rate of **98%-99%**
- **Upsell rate of 130-135%**
- Manage **14.4**-million-dollar ARR across Healthcare and Higher Ed clients across the United States and Canada.
- Help increase K-12 educator presence on LinkedIn from **1.3 million** when hired to **6.3 million** (as of 5/26)
- Creation of AI agents to maximize analysis of KPIs across accounts to maximize ROI.
- Conduct comprehensive bespoke executive reviews to facilitate clients in realizing their return on investment, fostering collaborative strategies to bridge the gap between low utilization and adoption.
- Create custom Power BI and Tableau data analytics at scale to deliver actionable insights, proactively identifying customers with poor Customer Health Scores and devising strategies to drive greater engagement, adoption, and overall customer success.

Senior Customer Success Manager | LinkedIn

October 2021-April 2025

- Winner: **2023 President's Club**, Winner: **CSM Awards 2022 Driving Engagement**, Nominee **CSM Awards 2023 Success at Scale**.
- Spearhead customer success efforts for **60+** Healthcare and Higher Ed clients, managing USD **13.2M** in ARR, and delivering trusted representation, ongoing support, and best practice recommendations to drive customer success.
- Help increase K-12 candidate pool on platform **105%** YoY.
- Create and lead quarterly K-12 focused webinars to build LinkedIn's presence in the education space.
- Enhance customer satisfaction and ROI for LinkedIn Hiring Solutions by prioritizing and executing key executive level customer lifecycle events, increasing activation by **x30** times on average.
- Build strong relationships with cross functional partners to drive mutual success and maximize utilization.

Lead Account Manager | Curriculum Associates, LLC

2019--2021

- **Winner of January 2021 Service Award**.
 - Territory Renewal rate of annually **90%-93%**.
 - Personal Renewal Rate of **91-94%** annually.
 - Oversee an **18.7**-million-dollar annual territory across five states.
 - Manage **3.2**-million-dollar in accounts personally.
 - Supervise a team of seven to provide individualized and team management, coaching and support to territory Account Managers and Account Specialists.
 - Lead *i-Ready* and *Ready* implementations across five states with customized weekly data presentations, check in calls, and supporting district leaders to make decisions around Federal education policy.
 - Identify 'at risk' accounts and develop action plans to ensure retainment and improvement across territory.
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Senior Account Manager/Account Manager | Curriculum Associates, LLC

2013/2015--2019

- **Winner of 2014 and 2015 Service Awards for Outstanding Customer Service.**
- Manage large digital implementations for over **500 districts** and schools including account setup, high-quality customer support, and driving renewal process.
- Secure renewals through identification and cultivation of champions and partners in districts to strengthen program implementations.
- Analyze assessment results of districts and schools, creating actionable reports and presentations that give administrators access to practical data to inform instruction and pave the way for academic gains.
- Plan and conduct regular status and check-in meetings with customers and internal team members to continuously check the health of implementations.
- Identify at risk customers and multithread with internal teams to ensure customer retention.

Writer, Producer, Director, and Editor | Pleasant Prairie Productions

2006--2008

- Sole proprietorship for purpose of writing, producing, directing, and editing a feature film, titled *Bootleg Wisconsin*.
- Completed project on a \$5,000 budget, coming in under budget and ahead of schedule.
- Without crew, wrote, produced, and directed (including cinematography, sound, and editing) full-length feature film that premiered by invitation at the **South by Southwest Film Festival**.
- Created and maintained a multimedia website for the film complete with video clips and downloadable content.

EDUCATION

- B.A. Liberal Arts with a concentration in Primary Education, Honor Roll, DePaul University

SKILLS

Microsoft Dynamics CRM • Salesforce.com • Business-to-Business (B2B) • Customer Retention • AI for Leadership • Software as a Service (SaaS) • Large Language Models (LLM) • Strategic Partnerships • Account Management • Strategic Insights

AWARDS

2023 President's Club LinkedIn

CSM Awards 2023 Success at Scale LinkedIn

CSM Awards 2022 Driving Engagement LinkedIn

January 2021 Service Award Curriculum Associates, LLC

2019 Driving Regional Retention

2015 Service Award for Outstanding Customer Service Curriculum Associates, LLC

2014 Service Award for Outstanding Customer Service Curriculum Associates, LLC
