

Brandon Linden

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PROFESSIONAL EXPERIENCE

Principle Customer Success Manager | LinkedIn

Apr 2025 – Present

- Retainment rate of 94%-96%
- Manage 13.8-million-dollar ARR across SaaS clients across the United States and Canada.
- Help increase K-12 educator presence on LinkedIn from 1.3 million when hired to 5.7 million (as of 7/25)
- Creation of AI agents to maximize analysis of KPIs across accounts to maximize ROI.
- Conduct comprehensive customer success metrics 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+ clients, managing USD 3.2M in ARR, and delivering trusted representation, ongoing support, and best practice recommendations to drive customer success.
- Help increase 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 customer lifecycle events, resulting in high customer engagement throughout their journey.
- 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.
 - Create custom content for customer support through targeted webinars, videos, assessment preparation, and other important communication practices to maintain consistency and efficiency.
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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.

Executive Editor, BRIGANCE | Curriculum Associates, LLC

2011-2013

- Revised and standardized the *Inventory of Early Development III (IED III)*
 - Project managed all facets of content development for the product line, from prototyping through standardization and operational use.
 - Guided standardization with 1,500+ children across the U.S. and Canada.
- Updated content to reflect contemporary educational policy and Federal guidelines (first update since 2004).
- Created, managed, and published *Transition Skills and Activities*, a balanced curriculum of lesson plans aligned with the *Transition Skills Inventory*, an assessment for high school and post-secondary transition programs.
 - Delivered best-selling product under budget and on time.
- Analyzed and implemented market drivers and user research to ensure a product line that is robust in meeting the market demands of a changing education environment.

Publishing Development Manager | Houghton Mifflin/Riverside Publishing

2008-2011

- Started as a contract content editor and promoted to full-time manager of Iowa Development Group.
- Principal editorial and content editor for the next edition of the ITBS at the Kindergarten through twelfth grade levels.
- Led next generation of the *Iowa Test of Basic Skills (ITBS)* and *Iowa Test of Educational Development* from tryout of materials and pre-composition through final publication on schedule and under budget.
 - Managed project with development team of seven to finish development cycle for test.
 - Spearheaded web-based deliverables of testing materials and structuring of online systems with links to instruction, a balanced assessment model, flash-based tutorials, and webinars.
- Oversaw the first web-based transfer of test materials.
 - Creation and user testing of all student and teacher materials for dynamic and interactive web-based assessment.

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 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
 - ECE Certificate, Honor Roll, Oakton College
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