

Bella Fojut

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HIGHLIGHTS

- Led largest account expansion (13X), achieving functional buy-in among GMs across 13 independently-run rubber compounding plants.
- Leveraged Customer Success principles to develop stakeholder management strategies that earned top NPS on StartX team.
- Surpassed community marketing metrics by 1.5, employing direct email, referral, and content marketing tactics.
- Designed and delivered an 11-week virtual program, generating founder success opportunities previously only seen from in-person programming.
- Led team of three to build a quality dashboard for 400-person Sora AIT team, from thousands of task data points, creating real-time visibility into effectiveness of training, management, and QA efforts, previously unseen across the organization.

WORK EXPERIENCE

Invisible Technologies

Customer Operations Lead | 05/2024 – 01/2025 (RIF)

- Partnered with OpenAI product and research teams, enhancing data delivery and quality of 95% of the training data used to build Sora.
- Designed and launched a quality assurance dashboard from historical and new task data, giving account leadership unprecedented visibility.
- Delivered data-driven insights during WBRs and QBRs, influencing client data needs and delivery team priorities.
- Implemented systems that improved training participation, learning outcomes, and efficiency, while keeping L&D within required limits.
- Coached team leads and staff to improve communication, consistency, and stakeholder-facing performance.

Customer Success & Experience Consultant

Freelance | 10/2022 – 05/2024

- Designed customer journey frameworks to align internal teams around retention and engagement goals.
- Created self-service knowledge bases that reduced support volume and improved satisfaction.
- Built in-app onboarding checklists that guided new users through setup and improved adoption.
- Managed speaker logistics for a virtual healthcare summit, ensuring smooth execution and high contributor satisfaction.
- Leveraged writing experience to create founder pitch decks that effectively conveyed value proposition and investment opportunities.
- Managed outbound prospecting for trauma publication.

StartX (Stanford-Affiliated Accelerator)

Head of Experience Design | 04/2021 – 10/2022

- Led experience design and marketing programs supporting 2,000+ founders through onboarding, retention, and engagement initiatives.
- Developed and launched an 11-week onboarding program guided by Voice of Customer data to improve virtual founder outcomes.
- Introduced a VoC feedback loop with 87% participation, informing program improvements and boosting satisfaction.
- Reintroduced in-person programming post-pandemic, rebuilding community engagement and stakeholder trust.
- Hosted innovation visit from Kazakh dignitaries, opening the way to a multimillion-dollar collaboration with Nazarbayev University.

Sr. Community Manager | 09/2020 – 04/2021

- Built and scaled automated onboarding and communication systems that improved customer engagement and retention.
- Authored an account management playbook that became the internal standard for best practices.
- Collaborated with Product and Engineering teams to translate feedback into platform updates.
- Owned creation and delivery of StartX newsletter, community's top promotion vehicle, gaining 30% open rate in the first three months.
- Managed logistics and day-of success of 30+ events per year, from small founder coffee hours to Stanford Campus Demo Days (1000+ attendees).

Founder Enablement & Communications Lead | 01/2019 – 09/2020

- Launched "StartX 101," a webinar-based onboarding flow that improved adoption and reduced manual workload.
- Built a Founder Success Dashboard visualizing engagement and retention data for leadership.
- Maintained +88 NPS during sensitive customer communications through empathetic and clear messaging.
- Exceeded growth OKRs through email campaigns and testimonial outreach.

Appfluence (SaaS Productivity Software)

Sr. Customer Success Manager | 05/2018 – 12/2018

- Managed 75+ SaaS accounts, overseeing renewals, expansions, and satisfaction.
- Secured the largest renewal in company history (13× expansion, \$50K ARR) by aligning product outcomes to executive goals.
- Produced customer education materials (webinars, tutorials, whitepapers) to accelerate onboarding and adoption.
- Partnered with Product to integrate Voice of Customer feedback into roadmap priorities.
- Trained new CSM and Sales hires in relationship management best practices.
- Built channel partnerships with thought leaders in the IT space.

Customer Success Manager | 06/ 2017 – 05/2018

- Contributed to company-wide GRR improvement from 60 → 80% and NRR from 95 → 110%.
- Led onboarding webinars and product demos that boosted activation and improved trial-to-paid conversion.
- Created an IT-sector adoption playbook for tailored implementation and stronger renewals.
- Used analytics to identify risk signals and coordinate proactive retention efforts.

EDUCATION

Bachelor of Arts (B.A.) in English Literature, University of Dallas

CORE COMPETENCIES

SaaS Lifecycle Management • Retention & Renewals • Onboarding & Enablement • GRR/NRR Growth • Voice of Customer (VoC) • Process Improvement • Cross-Functional Collaboration • Executive Business Reviews (QBR/WBR) • Customer Health Scoring

TECHNICAL SKILLS

Gainsight • ChurnZero • Totango • Catalyst • Planhat • Salesforce • HubSpot • Intercom • Zendesk • Slack • Zoom • Excel • Google Sheets • Looker • Tableau • KPI Dashboards • Notion • Confluence • Loom • Canva • Airtable • Figma