

John Nelson

✉ john@nelsonfamilies.net | ☎ (281) 460-8369 | 📍 New Caney, TX 77357
✳ [linkedin.com/in/jnelson1000](https://www.linkedin.com/in/jnelson1000) | 🌐 john-nelson.online

Customer Success Operations Manager

Strategic Customer Success Operations professional with 20+ years optimizing customer lifecycle processes to drive retention, expansion, and satisfaction. Expert at building scalable customer success systems that reduce churn, increase customer lifetime value, and align CS teams with revenue goals. Combines deep operational expertise with modern tech stack proficiency to automate workflows, deliver predictive customer insights, and create exceptional customer experiences.

Core Competencies

Customer Success Operations: Customer Journey Mapping | Retention Strategy | Churn Reduction | “Voice of the Customer” Approach & Advocacy

Customer Lifecycle Management: Business Process Mapping & Optimization | Onboarding Automation | Renewal Processes | Upsell/Cross-sell Programs | Success Metrics | Referrals

Technology Implementation: Business System Admin & Technical Support | Business Process Automation | Tech Stack Integration | Digital Transformation | Customer Training & Support

Financial Operations: Bookkeeping Processes & Management | P&L Tracking & Accountability | Cost Optimization | Vendor Management | Contract Creation & Management | Purchasing & Logistics

Technology Proficiencies: HighLevel CRM (Admin) | ClickUp | Google/MS Office (Admin) | QuickBooks Online (Admin, ProAdvisor) | Multimedia Production | WordPress Dev | AI Tools | Tech Support

Professional Experience

Chief Operations Officer (Customer Success Focus)

Stealth Marketing Solutions – Garden City, NY (Remote) | *Feb 2025 – July 2025*

- Architected customer success operations framework for AI-powered marketing startup, establishing scalable retention processes with an open door to future collaboration.
- Contributed to securing two major customers and created the foundation for predictive customer success management.
- Implemented automated customer journey workflows improving time-to-value by 40% and retention by 30%

Business Operations Advisor with Customer Retention Pillar Emphasis

JKL Works – New Caney, TX | *Jun 2018 – February 2025*

- Increased client customer retention rates by 25% through optimized journey mapping and successful program implementation
- Designed and implemented 40+ customer success frameworks across onboarding, engagement, and renewal processes
- Built end-to-end customer, AI-infused, lifecycle automation reducing manual touchpoints by 50% while improving satisfaction scores

Customer Success Manager (Territory Sales Focus)

Moveable Container Storage – Raleigh, NC | *Jan 2020 – Sep 2021*

- Managed full customer lifecycle from onboarding through renewal, achieving 90%+ customer satisfaction scores
- Developed customer success playbooks and renewal workflows, increasing retention rates by 20%
- Implemented customer feedback systems and success metrics that identified expansion opportunities worth \$50K+ monthly

Customer Success Operations & Managing Partner

Green Trailer & Equipment Corp. / Green Trailer Parts – Cleveland, TX | *Jul 2015 – Feb 2020*

- Built integrated customer success operations spanning onboarding, engagement, and retention programs
- Developed customer success metrics and reporting frameworks that improved account expansion by 60%
- Created customer lifecycle management programs for equipment leasing and group sales

Director of Business Operations

Direct Chassis & Equipment / Direct Trailer LP – Kingwood, TX | *Jun 2004 – Jun 2015*

- Scaled customer success operations to support demanding clients worth millions of dollars in annual revenue
- Designed and implemented comprehensive customer retention programs for warranty and service contracts
- Led customer success technology initiatives including CRM/ERP implementation and automation workflows

Communication Specialist & Customer Experience Specialist

HSB Reliability Technologies – Kingwood, TX | *Feb 1997 – April 2002*

- Discovered and adopted Business Process Mapping by conducting internal mapping of business unit
- Created, established, and implemented customer support metrics, including sourcing, support and repair of all technology devices often in remote situations
- Served as operational lifeline for over 40 consulting engineers to enable consulting business unit success over five years.

Education & Certifications

Master of Arts in Communication Studies – University of Northern Iowa, 2007

Bachelor of Arts in Radio & Television – Sam Houston State University, 1994

Professional Development

- QuickBooks Level 1, Level 2, and Payroll Certification
- Microsoft Certified Systems Engineer (MCSE)
- Active Member: AI Business Society
- Guided by E-Myth and Entrepreneurial Operating System (EOS) Principles
- Open to Other Certifications as Needed