

WILLIAM BARR

SOLUTIONS MANAGER & ANALYST

ABOUT ME

An experienced SaaS professional with a passion for web technologies, promoting crossteam enablement and helping customers get the most value out of digital products.

PRO SKILLS

Product/Web Analyst



Customer Service



Account Management



Digital Marketing



HTML/CSS/JS



SaaS Products



EDUCATION

PURDUE UNIVERSITY

2011-2015; West Lafayette, IN

B.S. in Business Management

Concentration in Management

and Information Systems

WORK EXPERIENCE

TECHNICAL ACCOUNT MANAGER

2021-Present

Medallia; Denver, CO

Managing clients through all aspects of the implementation cycle for a digital experience analytics product (Medalia DXA, fka Decibel). Servicing customer base ranging from SMB to Large Enterprise with their Digital Use-Cases.

- Guides users through implementation & adoption of core features
- Configures best practice analytics tracking across web & app
- Specializes in providing product expertise, training & solutions

SENIOR TECHNICAL SUPPORT ANALYST

2018-2021

Decibel; Denver, CO

Supported external/internal users of the web analytics Decibel product. Responded to client inquiries primarily through online ticket platform integrated with product and virtual client-facing calls.

- Classified inbound technical queries from clients & internal user base
- Streamlined processes for ticket escalations & account provisioning.
- Became product expert & supported integrations with 3rd party tools

ONBOARDING & WEB INTEGRATION SPECIALIST

2015-2017

Fareharbor; Denver, CO

Trained new clients with online event and experience booking platform and walked them through how to implement and manage reservations. Specialized in website product integrations along with online booking conversion.

- Guided 300+ new clients through onboarding and implementation
- Integrated software on client websites and numerous CMS providers
- Optimized Websites & Software for clients to maximize booking conversion

ADDITIONAL

- Substantial Digital Marketing Experience (Paid Ads, Social Media, SEO, Analytics)
- Proficient with WordPress, Shopify, and Squarespace Content Management Systems
- Landscape/Timelapse Photographer and Adobe Creative Suite User