

# DUSTIN MOONEY

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*Management | Customer Success | Sales | Communications | Public Relations  
Open-Source Research & Analysis | Data Analytics | Project Management*

## EXPERIENCE

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### SOLUTIONS STRATEGIST, GM DEALER CHAT *General Motors*

Remote  
2024-Present

Oversaw strategic alignment of dealership sales objectives with General Motors' corporate digital chat initiatives. Led integration of digital performance tools across local, regional, and national dealerships, focusing on customer engagement to boost sales across new, used, and service divisions.

- ***Spearheaded data-driven strategies by utilizing research and in-depth analysis from various sources*** (e.g., market trends, customer behavior, A/B testing results) to develop and implement targeted engagement initiatives. This strategic approach led to a measurable increase in online customer interaction and participation across a multi-platform digital presence (including social media, company website, and email marketing channels).
- ***Consistently met and exceeded quota and performance objectives that generated a 12% growth*** within the business unit while cultivating robust dealer relationships. Directed data analytics initiatives to foster growth between corporate business units and dealerships.

### CUSTOMER SUCCESS MANAGER, PUBLIC SECTOR *PublicInput*

Remote  
2021–2023

Engaged the public sector to achieve public engagement objectives utilizing our SaaS platform. Manage a portfolio of government sector clients to gauge the public interest on specific issues.

- ***Leveraged insights from proprietary public engagement SaaS platform*** to inform government clients on community engagement outcomes. Used insights to drive cross-selling opportunities for clients like Washington, DC, and Virginia Dept. of Transportation (VDOT).
- ***Maintained an 91% client retention rate*** by managing client relationships from onboarding through renewal. Provided strategies to leverage the platform to increase public engagement and usage to ensure retention.

### CUSTOMER SUCCESS MANAGER *Client Savvy*

Raleigh, NC  
2018–2021

Worked with a team of highly skilled Client Experience (CX) professionals to achieve marketing and client success objectives. Executed a variety of marketing campaigns. Maintained relations with client executives to implement and execute their CX programs.

- ***Bolstered a 96% renewal rate*** while generating over \$400K in new business YoY through upsell opportunities.
- ***Directed client experience and financial consulting that led to a 23% increase*** in revenue for Faith Technologies while diversifying their business portfolio.

**MANAGER, CUSTOMER SUCCESS**  
***The McClatchy Company***

Raleigh, NC  
2017–2018

Directed a team of 13 Client Success Managers acting as a liaison between sales, production, and client success departments for this publicly traded publishing company, serving clients like the University of North Carolina, Republic Wireless, and the Carolina Hurricanes.

- ***Led a team of Client Success Managers who managed relationships*** focused on identifying needs, executing campaigns, and reporting success metrics.
- ***Migrated into a multidisciplinary team with a 43% increase in recurring revenue*** as we integrated success, sales, ad-ops, and operations.

**ACCOUNT DIRECTOR / SENIOR ACCOUNT MANAGER / ACCOUNT MANAGER**  
***IZEA Worldwide***

Orlando, FL  
2010–2017

Assumed increasing levels of accountability for the leader of influencer and content marketing software (SaaS) and services provided to leading global brands and agencies. Managed relationships with clients including Viacom, Ketchum, J.P. Morgan Chase, US Army, REBUILD Globally, CDC, and Johnson & Johnson.

- ***Managed over \$7 million annually*** for marketing initiatives on behalf of brands, issue advocacy organizations, and government agencies.
- ***Secured over \$1.2M annually in new business*** from clients including NIH and CDC.

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**EDUCATION**

**B.A. POLITICAL SCIENCE**  
***University of Central Florida***

Orlando, FL  
2013

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**CERTIFICATIONS**

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**Certified Open-Source Intelligence Professional, *The McAfee Institute (In Progress)***

**Google Data Analytics, *Google***

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**ADDITIONAL EXPERIENCE**

**Consultant, REBUILD Globally**

Remote & Port-au-Prince, Haiti - 2015-2018

**Campaign Staffer, U.S. Senate Campaign**

Phoenix, AZ & Remote - 2015-2016

**Aid Worker, International Volunteer Headquarters (IVHQ)**

Nairobi, Kenya - 2013-2014

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**SKILLS**

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Customer Success, Open Source Intelligence (OSINT), Sales, Marketing, SaaS, Customer Experience (CX), Microsoft Office 365 (Word, Excel, PowerPoint), Apple OS (Pages, Numbers, Keynote), Google Workplace, Chrome OS, Linux, Adobe Creative Cloud (Photoshop, Lightroom, InDesign, Acrobat Pro PDF), Salesforce, SmartSheets, Canva, Cybersecurity, Squarespace, Github, HTML, CSS, Python, R, SEO, SEM, WordPress, HubSpot