Valeriy Benidze

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SUMMARY

Established Deliverability Specialist entering 15 years in B2B and B2C SaaS. Proven track record of managing complex projects and working cross-functionally to deliver exceptional IT services.

CORE COMPETENCIES

- DNS, Email & Deliverability
- Root Cause Analysis
- Communication
- Client Management
- Collaboration
- Team Leadership

WORK EXPERIENCE

ZoomInfo   Waltham, MA
Email Deliverability Manager III   Nov. 2023 – Current

- Serve as the Acting Senior Contributor, responsible for forming the email deliverability team.
- Identify renewal risks and up-sell opportunities, collaborate with internal teams to remediate issues, ensuring a high level of customer satisfaction and enabling a successful renewal.
- Develop and implement team workflows to optimize efficiency and performance.
- Lead the onboarding process for new team members.
- Enable and train internal teams on email best practices to support company-wide goals.
- Guide clients through email deliverability best practices during onboarding and provide ongoing support throughout their journey.
- Track Copilot Email delivery metrics and develop strategic plans to enhance their performance.
- Monitor client outbound email sends triggered by ZoomInfo's Engage and Copilot Email and assist in resolving blocklist issues, spam traps, and ESP suspensions.
- Perform detailed evaluations of client engagement metrics
- Partner with clients to help them better understand best practices in any area highlighted as a roadblock to their success.
- Author and QA moderator of ZoomInfo's deliverability webinar.
- Author of ZoomInfo's internal, and client-facing deliverability documentation.

Lead, Integrations Support - Tier II   Dec. 2022 – Nov. 2023
Lead, Integrations   Jul. 2021 - Dec. 2022

- Oversaw the Engage, Chorus, and Neverbounce support teams.
- Provided guidance and direction to individual contributors on effective handling of complex technical issues.

- Developed and implement support processes and workflows.
- Acted as the primary escalation point for high-priority or complex integration issues.
- Mentored and train team members on technical skills, customer support best practices, and product knowledge.
- Conducted regular performance evaluations and offer constructive on-the-spot and recurring coaching.
- Collaborated with cross-functional teams, including product management, engineering, and sales, to address integration challenges and advocate for customer needs.
- Lead team meetings to review ongoing projects, discuss troubleshooting strategies, and promote knowledge sharing among team members.
- Developed and deliver training materials and documentation to enable team members and internal stakeholders on integration capabilities and best practices.
- Monitored team metrics, such as response times and resolution rates, to identify trends and implement strategies for continuous improvement.
- Participated in the product development process by providing insights on integration challenges and customer feedback, contributing to product roadmap planning.
- Created and maintained a knowledge base of common integration issues and solutions to support efficient problem-solving and internal knowledge sharing.

Integrations Support Specialist II   Nov. 2020 – Jul. 2021
- Provided technical support for the integration of ZoomInfo's products with platforms such as Salesforce, HubSpot, and Microsoft Dynamics.
- Investigated and resolve complex technical issues related to data integration, API connections, and software configurations.
- Collaborated with clients to understand their integration requirements and offer tailored solutions to optimize platform performance.
- Served as the primary point of contact for higher technical issues, escalating to internal engineering teams when necessary.
- Utilized JIRA and other ticketing systems to log, track, and manage customer support tickets, ensuring timely resolution.
- Conducted client training sessions on integration features and best practices.
- Tested new integration features and updates.
- Collaborated cross-functionally with product management, engineering, and sales teams to address client needs and provided feedback for product improvements.
- Documented common integration challenges and solutions to build a knowledge base for both internal teams and customers.

Customer Solutions Specialist   Nov. 2019 – Nov. 2020

- Provided technical support for customers, addressing product-related inquiries and resolving technical issues.
- Assisted clients with troubleshooting data integrations and application configurations.
- Collaborated with the Onboarding and Account Management teams to ensure a smooth customer experience during the setup process.
- Documented common customer issues and solutions, contributing to the internal knowledge base.
- Identified potential product enhancements based on customer feedback and communicated insights to the product team.

Constant Contact   Waltham, MA
Engagement Specialist   Apr. 2018 – Jan. 2019

- Provided clients with guidance on email marketing best practices.
- Assisted clients in optimizing email content, layout, and targeting strategies.
- Analyzed customer email campaign metrics to identify areas for improvement with actionable insights.
- Conducted product demonstrations and training sessions.
- Advised customers on list segmentation, A/B testing, and automation techniques to maximize campaign performance.
- Gathered and communicated customer feedback to internal teams to inform product enhancements and new feature development.

GoDaddy   Tempe, AZ
Chat Support Specialist   Feb. 2015 – Jan. 2017
Sales and Support Specialist   Jun. 2011 – Feb. 2015

- Provided expert support to customers via phone, chat, and email.
- Troubleshoot technical issues related to websites, email setup, DNS configurations, and hosting environments, and guide customers through step-by-step solutions.
- Upsell and cross-sell GoDaddy products and services to customers based on their individual business needs.
- Educate customers on website building, security, and optimization practices.
- Manage customer accounts, process orders, and assist with billing inquiries.
- Maintain up-to-date knowledge of GoDaddy's product offerings and industry trends to provide accurate and relevant support.
- Collaborate with internal teams to escalate complex issues and ensure timely resolutions for customers.
- Achieve sales and support targets while delivering a high level of customer satisfaction.

LANGUAGES
- English (Native Bilingual)
- Russian (Listen Native / Speak High Intermediate)

EDUCATION
University of Advancing Technology   Tempe, AZ
Bachelor of Arts   2007 – 2010
Digital Modeling and Design