

EUGENIA BURCHI

SR. MANAGER, CUSTOMER SUCCESS

+15 years in SaaS and in people management.
Multi-talented, customer oriented manager focused on portfolio retention and growth - but also: empathic, active listener to both the team and the inside and the outside of the company.

LANGUAGES

- Italian: mother tongue
- English & French: excellent proficiency

SOFTWARE TOOLS

- Customer base management: Salesforce, Gainsight
- Project management: Monday, Trello, GitLab, Toggl, Redmine
- Presentations and viz: Google Suite, Office Suite (PPT, Word, Excel), Adobe Suite, Prezi, Canva

PERSONAL INFO

EMPLOYMENT HISTORY

Contentsquare (Milan, IT)

Jan 2021 - present

First CSM on the ground for Italy, quickly evolved into senior manager of the Italian territory for customer success.

- Direct reports: 4 people, now managing 70+ top tier customers
- Best retention territory for 2 years in a row (+95% gross retention)
- President Club 2024 (one of 2 guests worldwide for customer success)
- Great collaboration with Sales team, leading to upsells or xsells on 50% of our customer base
- Marketing partnership: Contentsquare speaker at several events (Netcomm, webinars, etc). MC of the CX Circle in Milano 2023 (flagship event). Creator of the Customer breakfasts format (1:many networking and learning events)

Wired.it - author

2014 - present

Author of +50 articles on tech, social media and books.

Blogmeter (Milan, IT)

- Head of product, Oct 16 - Jan 21

Head of the Blogmeter Suite products: 3 different web apps devoted to social analytics, web reputation and influencer marketing. In charge of UX/UI design and product marketing. Personal and team goals were strongly oriented to customer satisfaction and business results, ensured by continuous coordination with Client and Sales teams and by customer surveys.

- Marketing manager & social media strategist, May 14 - Oct 16
Manager of the marketing and communication team. In charge of website, social media strategy, press relationships, e-mail marketing, events. Speaker at SMX, Salone Internazionale del Libro (Torino), Fashion Camp, Salone del Risparmio and more. Key account for strategic clients.

- Account Manager & Social Media Analyst, Oct 08 - Apr 14
First account for Blogmeter, and then manager of a team of up to 6 social media analysts and accounts in charge of success of the existing base. Key account for strategic clients.

EDUCATION

M2 Master Lettres, Langues, Sciences Humaines et Sociales-
Université de Paris

2007-2008 (120 CFU). Mention Très bien (best grade achievable).

Master's Degree in Semiotics - Alma Mater Studiorum Bologna
2005-2007 (120 CFU). Grade: 110 magna cum laude (best grade achievable).

Degree in Communications - Alma Mater Studiorum Bologna
2002-2005 (180 CFU). Grade: 110 magna cum laude (best grade achievable).