

KEVEN FARNWORTH

CONTACT

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SUMMARY

A flexible and creative problem solver fuses experience in content creation in customer support and marketing with a background in blogging and written communication to deliver thoughtful and meaningful content under tight deadlines. Expertise in multiple writing styles and formats. Knack for understanding an audience and lover of words.

EDUCATION

- | Journalism & Mass Communication**
Arizona State University
Walter Cronkite School of Journalism
and Mass Communication
2009 — 2012

SKILLS

- | Professional**
- Attention to Detail
- Written & Verbal Communication
- Positive Attitude
- Hard Working
- Blogging Experience (Personal & Professional)
- Proofreading Articles
- Cross-functional Working
- Project Management
- Working Independently
- Flexible
- Deadline Driven

WORK EXPERIENCE

PRODUCT AND PARTNER MARKETING MANAGER

Shopgate, Inc. | Austin, TX

Startup founded in Germany in 2009. Shopgate is the leading mobile commerce platform focused on providing native apps for retailers that include features to engage and retain customers. I have worked for Shopgate since November 2015. My accomplishments included:

- Partner listing page
 - Created copy, worked with team to coordinate and plan design, planned and executed partner outreach
- Content in various forms
 - Contributed to blogs, guides, eBooks, webinars, sales decks, webpages, sales trainings, email campaigns, release notes, etc.
- Event coordination and budget planning
- Cross-functional and interdepartmental projects
 - Worked closely with Design, Customer Success, Product, and Sales in the US and in Germany
- Market and product research
- Project management on multiple campaigns
 - Campaigns focused on engaging prospective clients and partners for BigCommerce and Shopify

TEAM LEAD, TIER 1 AND TIER 2 CUSTOMER SUPPORT

Shopgate, Inc. | Austin, TX

- Support Center
 - Owned projects relating to the customer-facing Support Center
 - Translated and edited copy for 100+ support articles
 - Organized content for a better user experience
- Led a team of 7
 - Reported directly to CEO for 7 months
 - Created KPIs, coached team, and created new-hire training for entire Customer Success department
- Maintained excellent Customer Satisfaction (9.8+)
- Product training for Sales and Customer Success

K E V E N F A R N W O R T H

SKILLS

| Technical

Microsoft Products (Word, etc.)
Adobe Products (InDesign, Photoshop)
WordPress
HubSpot
Salesforce
Zendesk
Aha!
Confluence/JIRA

REFERENCES

Sarah Meadows

Marketing Communications Specialist
Shopgate, Inc.
T: 803.528.4822

Devon Upton

Customer Success Manager
Medallia
T: 240.601.2342

WORK EXPERIENCE CONTINUED

TIER 1 CUSTOMER SUPPORT

Shopgate, Inc. | Tempe, AZ

- Handled all technical support and general customer support inquiries
- Email and phone support
- Maintained 9.8+ Customer Satisfaction
- Worked remotely in Tempe, Arizona, then relocated to Austin, TX

FRONT OF SITE CHAT CONSULTANT/CUSTOMER SUPPORT

GoDaddy.com | Tempe, AZ

Worked for one of the top hosting and domain providers from April 2013 to October 2015.

- Assisted business owners in technical support inquiries for a range of products
 - Found needs to help small businesses grow
 - Took part in extracurriculars: helping with training and on commercials
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EXTRA

PERSONAL BLOGGING

Created and maintained multiple blogs on WordPress. I am passionate about writing about various topics, ranging from silly to serious

UX/UI COURSE - GENERAL ASSEMBLY

VOTED FEARLESS LEADER MULTIPLE TIMES

Shopgate, Inc.
