

AISHWARYA DESHMUKH

San Jose, CA · Authorized to work in the US

aishwaryad31@gmail.com · [linkedin.com/in/aishwarya-deshmukh](https://www.linkedin.com/in/aishwarya-deshmukh)

Summary

CSM and Enterprise growth strategist with 3+ years on a customer engagement platform spanning cross-channel messaging and mobile personalization. Built CS infrastructure and adoption motions from zero across three product lines, including a post-acquisition platform with no prior coverage. Managed an \$8M+ NRR portfolio of enterprise and growth-stage accounts, owning the full customer lifecycle from technical onboarding through renewal and expansion. Proven in high-stakes, ambiguous environments where strategic thinking and hands-on execution are equally non-negotiable.

Skills

Renewal and Net Retention Strategy | Revenue Expansion | Executive Business Reviews (QBRs) | Success Plans | Feature Adoption | Use Case Design | Account Health Scoring | Churn Prevention | Technical Onboarding | Playbook Architecture | A/B Testing

Experience

Career Transition: US Relocation, San Jose, CA

January 2025 - Present

- Relocated to the US and completed the full work authorization process in June 2026. Upskilled in AI and SQL, built live GTM workflows with n8n, Lovable, and Claude while engaging the Bay Area AI ecosystem through industry events.

Customer Success Manager, Enterprise

August 2021 - January 2025

Netcore Cloud

Mumbai, India

- Scaled portfolio NRR from \$6M to \$8M, independently closing \$600K+ in expansion through CSQL qualification, new channel adoption, paid feature expansion, leading renewal strategy, and commercial negotiations.
- Stepped up as primary CSM and SME for Boxx.ai post-acquisition, a product experience platform inherited with low retention and no active CS coverage. Defined CS from scratch: built the onboarding motion, success plans, and internal playbook, improving GRR from 60% to 85% within 6 months, designed and activated first use cases across 8 accounts, and closed \$15K in early expansion revenue, establishing PX as a billable line across the portfolio.
- Managed relationships across 25+ enterprise, mid-market, and startup accounts in D2C, e-commerce, BFSI, and travel, navigating stakeholder structures from frontline operators to C-suite, including 6 accounts at \$500K+ ACV.
- Held 88% retention and drove paid feature adoption across 60% of the portfolio through success plans, account health scoring via Intello, early risk identification, and executive business reviews built on campaign and usage analysis, translating data into ROI narratives, customer insights, and expansion roadmaps.
- Drove full-cycle technical onboarding across SDK, API, and webhook setups, owning timelines, resolving blockers, and keeping go-lives on track.
- Built zero-to-one CS playbooks for three product lines (WhatsApp Business, RCS, push, in-app, SMS, and Product Experience) with no prior template, adopted org-wide. Ran customer workshops and enablement sessions with PMM that cut time-to-value and accelerated feature adoption.
- Headed Netcore's national RCS rollout, taking accounts live as a new revenue channel. Designed use cases with customers through A/B testing across message variants, send times, and channel combinations, delivering 4X volume growth and an average 8X ROI on campaign spend.
- Championed 30+ feature additions to the roadmap by building structured business cases with Product and Engineering, directly influencing release priorities.
- Earned 3x Star Performer of the Quarter. Co-won 4 named industry awards tied to engagement and retention outcomes: ET Brand Disruption (StarQuik), e4m Pitch BFSI (BAGIC), ET Martech+ and MTA Marketech Asia (Plum Goodness).

International Marketing & Strategy, Internship

Feb 2021 - Jun 2021

CaratLane, A TanishQ Partnership

Mumbai, India

- Surfaced e-commerce funnel insights that shifted cross-functional campaign decisions; improved CTR and product engagement.

Certifications and Technical Skills

Certifications: Policy Fellows Forum 2.1, Czech Embassy & UNGCNI, Institute H21 Prague (2020); PG Certification in Digital Marketing and Communication, MICA

CS Platforms: Gainsight, Intello, Salesforce, HubSpot, Notion

Analytics: SQL (basics), Mixpanel, Google Analytics, Shopify

AI & Emerging Tools: n8n, [Lovable](#), [Clay](#), Claude, Google Cloud Generative AI Fundamentals

Leadership

Maharashtra Shikshan Samiti

May 2017 - Present

Associate Member, Part-Time

Shirala, Maharashtra

- 7+ years part-time alongside full employment; workshops across 3 schools, drove 35% increase in English-medium enrollment.

Education

Welinkar Institute of Management, Development & Research

MBA in Business Design - CGPA: 7.6

Mumbai, India

Sinhgad College of Engineering

Bachelor of Engineering, Electronics and Telecommunication - First Class with Distinction (67.33%)

Pune, India