

KWANG SRIWAJA

Customer Success | Account Management | SaaS Platform Advisory | Thai / English

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PROFESSIONAL SUMMARY

Customer Success and Account Management professional with 7+ years of experience supporting high-volume commercial accounts across the APAC and Thai markets. Strong background in SaaS/platform advisory, customer lifecycle management, product adoption, technical troubleshooting, escalation handling, and data-driven client recommendations. Recognized as a top performer for consistently exceeding KPIs, including a 7-month Top Producer streak and Top 5% global performer recognition. Bilingual in Thai and English, with proven ability to explain complex platform concepts clearly, manage customer concerns, and build long-term client relationships in fast-paced technology environments.

CORE STRENGTHS FOR IT / SAAS ROLES

Customer Success & Retention	Customer lifecycle management, churn-risk identification, customer health conversations, adoption guidance, renewal support.
Account Management & Growth	High-volume portfolio management, strategic relationship building, upsell/cross-sell support, pricing objection handling.
Platform Advisory	Customer education, product enablement, use-case mapping, translating technical features into business value.
Data-Driven Communication	Performance analysis, KPI tracking, ROI-based recommendations, usage trend interpretation, action planning.
Escalation & Issue Management	Technical support coordination, billing issue handling, stakeholder updates, root-cause clarification, follow-through.
Cross-Functional Collaboration	Collaboration with internal support, product, finance, legal, and operations teams to resolve customer needs.

PROFESSIONAL EXPERIENCE

Strategic Account Manager / Marketing Pro - Meta / Facebook Program

TDCX, Singapore | June 2019 - Present

- Manage a high-volume portfolio of Thai and APAC commercial accounts, advising customers on platform usage, campaign performance, issue resolution, and business growth opportunities.
- Drive product adoption by helping customers understand Meta platform features, interpret performance data, and apply practical recommendations aligned with their business goals.
- Act as a trusted advisor to marketing and business stakeholders by translating platform capabilities into clear customer value, ROI improvements, and measurable next steps.
- Handle technical platform escalations, billing-related questions, enablement requests, and customer concerns while coordinating with internal teams to ensure clear ownership and timely follow-up.
- Monitor customer performance trends to identify risks, diagnose friction points, and recommend actions that support retention, stronger adoption, and long-term account growth.
- Support upsell and cross-sell conversations by identifying customer needs, mapping relevant platform solutions, and overcoming objections with data-backed recommendations.
- Maintain account records, pipeline hygiene, activity tracking, and forecasting discipline using Salesforce and internal CRM systems.
- Recognized as “Heavy Hitter” / Top 5% global performer and “Top Producer” for 7 consecutive months for consistently exceeding KPI expectations.

VIP Officer

JW Marriott Singapore South Beach, Singapore | June 2018 - April 2019

- Managed high-touch relationships with VIP and high-profile guests, ensuring premium service standards, fast issue resolution, and positive customer experiences.
- Handled complex requests and service escalations with discretion, attention to detail, and a customer-first approach.
- Built a foundation in executive stakeholder management, service recovery, and proactive relationship management.

SELECTED ACHIEVEMENTS

- Top 5% global performer recognition for customer-facing performance and KPI delivery.
- Top Producer for 7 consecutive months in a high-volume Meta commercial account environment.
- 7+ years of customer-facing experience across technology platform advisory and premium client service.
- Bilingual Thai and English communication capability for regional APAC and Thai market support.

TOOLS, SYSTEMS & TECHNICAL EXPOSURE

CRM & Operations	Salesforce, internal CRM systems, account tracking, pipeline management, forecasting support
Platform & Analytics	Meta Business tools, advertising performance analytics, KPI reporting, ROI analysis, campaign diagnostics
Customer Success Methods	Onboarding support, adoption tracking, escalation management, renewal-risk conversations, enablement documentation
SaaS / IT Concepts	Product adoption, customer health, retention, upsell/cross-sell, technical support coordination, stakeholder management

LANGUAGES & WORK AUTHORIZATION

Languages: Native Thai; Fluent English | **Work Authorization:** Singapore Permanent Resident

Availability : 1st Aug onwards

Education: Bachelor in Tourism & Hospitality

Suan Sunandha Rajabhat University