

# DENIS MALKOV

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## // ABOUT

My career has taken me from operational finance to customer success to starting my own consulting business, most recently heading up business development for a company in the 500 Startups incubator. I was born in Moscow but did most of my growing up in New Jersey. In my free time, you'll find me jamming on classical piano, ukulele, guitar, building websites, playing bridge, or teaching spin class. I draw from my diverse work experience to inform a creative, data-driven, and execution-focused approach to problems.

## // EMPLOYEE

### Head of Customer Success Mar 2015 - Dec 2015

Womply San Francisco, CA

- Built and managed an 8-person customer success team
- Slashed customer churn by 50%
- Onboarded two outsourced SDR teams of 30+ employees
- Created 40-point quality assurance program for sales

### Head of SMB Operations Sep 2013 - Mar 2015

AdRoll San Francisco, CA

- Built and managed a 3-person SMB ops team
- Created and managed the SMB product roadmap
- Built a customer tiering model for 20K+ accounts
- Built and managed helpdesk system for over 80 users

### Business Development Aug 2008 - Sep 2013

GE Capital Richmond, VA

- Managed a \$415 million dollar spin-off from a corporate parent
- Launched new wellness program for seniors with Mayo Clinic
- Subscribed 5,000+ members in the first 12 months
- Managed an annual \$2 million budget

## // FOUNDER

### Founder & Managing Partner Nov 2015 - Current

Rumble HQ San Francisco, CA

- Founder of a customer success consulting company
- Led growth, product marketing, customer success, and bizops for a hardware company in the 500 Startups Accelerator
- Created and led all advertising and content marketing efforts
- Mentored multiple startups in building high-converting B2C & B2B funnels

### Co-Founder Nov 2015 - Jan 2016

Prestige Vacations San Francisco, CA

- Co-founded a hospitality company with 10 homes under mgmt
- Led business development (homeowner acquisition)
- Built full brand and presence on web, email, social

## // EDUCATION

### University of Richmond Sep 2004 - May 2008

- Bachelor of Science in Business Administration, Honors
- Leadership studies minor
- Russian studies minor

## // KIND WORDS

[Cory Capoccia](#), President @Womply

Denis is one of the top people I've hired in the past 10 years. During our time working together, he singlehandedly built out the foundation and framework for our customer success department. Given the opportunity, I'd hire Denis again in a heartbeat.

[Sam Gurdus](#), Director @AdRoll

Denis is a data-crunching, fast-paced, execution-minded machine. I had the opportunity to work with Denis on multiple projects impacting our hyper growth company at the time. His attention to detail, leadership, organization and efficient execution were key to our success.

[Eugene Jorov](#), Founder @AngelSensor

Outstanding track record in marketing, excellent chemistry with our founding team. Denis is our secret weapon for growth and a welcome addition to the team!

## // TOOLS

### Sales & Support

InsideSales ●●●●●

Zendesk ●●●●●

Velocify ●●●●●

BaseCRM ●●●●●

Salesforce ●●●●●

### Marketing & Design

Mailchimp ●●●●●

AdRoll ●●●●●

Adobe Creative Suite ●●●●●

Optimizely ●●●●●

Marketo ●●●●●

### Analysis

GoodData ●●●●●

MS Excel ●●●●●

SQL ●●●●●

Tableau ●●●●●

Python ●●●●●