Tiffany Okafor

// Partner Success Manager

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> SUMMARY

Partner success manager with 6 years in SaaS account management and partner success, currently supporting 60 agency and reseller partners. Builds partner onboarding and enablement programs, tracks partner pipeline in HubSpot, and works with sales to turn partners into a steady source of new customers.

> SKILLS

• Partner Success • Partner Onboarding • Account Management • Customer Success • HubSpot • Sales
• Co-Marketing • Project Management • Excel • Organization

> EXPERIENCE

Partner Success Manager 02/2023 - Present
Peachtree Commerce Cloud Atlanta, GA

E-commerce platform with 900 merchants, most sourced through agency and reseller partners.

- Manage **60** agency and reseller partners that sourced $2.4M in new annual recurring revenue in 2025.
- Lead partner onboarding through a 30-day certification track completed by 140 partner staff.
- Track partner-sourced pipeline in HubSpot and review it with the sales team every week.
- Plan co-marketing campaigns with 12 top partners, producing 300+ qualified leads a year.
- Coordinate project management for joint merchant launches, keeping 90% on schedule.

Account Manager 08/2020 - 01/2023
Buckhead Marketing Software Atlanta, GA

Email and SMS marketing SaaS for retail brands.

- Owned account management and customer success for 80 retail brands worth $1.6M a year.
- Grew account revenue 21% through upsells to SMS and loyalty add-ons.
- Built Excel renewal trackers that cut late renewals from 14% to 5%.
- Presented usage and sales results to brand marketing leads each quarter.

> EDUCATION

Bachelor of Business Administration 05/2020
Georgia State University Atlanta, GA
Marketing

> CERTIFICATES

HubSpot Sales Software Certification 04/2024
HubSpot Academy