

# Connor Koppin

| Strategy Consultant |

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[LinkedIn](#)

Strategic Technical Account Manager with a proven record of building lasting customer partnerships, optimizing product adoption, and driving business outcomes for enterprise clients. Experienced in guiding customers through technical integrations, change management, and tailored success plans, with a strong background in DevOps, SDK implementation, and API processes. Adept at proactively identifying risks, collaborating cross-functionally, and delivering value-driven solutions that align with client objectives.

## WORK EXPERIENCE

### Strategy Consultant / Expert Services - Web & Feature Experimentation @ Optimizely

Oct 2025 - Present

- Serve as a trusted advisor to enterprise customers, aligning experimentation strategies with business objectives and driving adoption of Optimizely's platform.
- Lead customer engagements, including audits, enablement sessions, workshops, and technical configuration to maximize value and platform integration.
- Translate customer challenges and top-line goals into actionable, scalable solutions, creating tailored success plans and frameworks for ongoing growth.
- Collaborate cross-functionally with Engineering, Product, Customer Success, and Onboarding teams to deliver holistic, customer-centric solutions.
- Proactively identify risks and opportunities, providing prescriptive guidance to ensure successful onboarding, adoption, and expansion.

### Application Support Engineer & SWAT Member- Web & Feature Experimentation @ Optimizely

Feb 2022 - Present

- Act as a technical escalation point, diagnosing and resolving complex issues for enterprise clients, resulting in a 100% customer satisfaction rating.
- Proactively manage high-risk accounts, mitigating churn by engineering solutions to technical blockers and aligning support with customer business goals.
- Lead incident management for Technical Support Services, coordinating cross-team efforts to ensure rapid resolution of critical incidents.
- Onboard and mentor new team members, developing and delivering training materials to accelerate ramp-up and ensure best practices.
- Consistently exceed team performance metrics, handling a high volume of support cases while maintaining quality and customer trust.

### Owner / Operator @ Tavenerscat LLC

Spring 2021- Feb 2022

- Managed freelance web development projects, working closely with clients to meet their technical needs
- Designed custom web applications and improved site performance for small businesses

## Music Teacher - West Des Moines, Valley High School

- Led over 200 students in curricular activities, grades 10-12 in choir.
- Organized concerts, performances, and participated in a Grammy-Signature School program.

## SKILLS / APPLICATIONS

Technical Skills: JavaScript, React, Python, SQL, HTML5, CSS3, Bootstrap, Postman

Customer Support Tools: Asana, Zendesk, Jira

Incident Management, Troubleshooting, Process Improvement, Documentation

## FORMAL EDUCATION / CERTIFICATIONS

Various Analytics Certifications & Cybersecurity Professional Certification - Google / Coursera

Responsive Web Design, Modern JavaScript, Data Structures and Algorithms - freeCodeCamp.org

Bootstrap from Scratch, JavaScript Front to Back, React 2022 - Udemy

Doctor of Musical Arts

Michigan State University, 2021

Master of Music

Michigan State University, 2018

Bachelor of Music Education

Wartburg College, 2013