

Collen Kriel

Netherlands • +31(0)627162701 • collen.kriel@gmail.com • collenkriel.com • linkedin.com/in/collenkriel

Data Analyst

Data-driven professional with 4 years of experience transforming datasets into strategic business insights.

I specialize in identifying growth opportunities and delivering measurable outcomes through analytical problem-solving. My expertise spans cloud computing, DevSecOps, and enterprise software solutions, with a proven track record working with Fortune 500 companies. I excel at translating technical concepts into actionable insights for stakeholders.

WORK EXPERIENCE

GitLab

Senior Customer Success Manager | May 2023 - Apr 2025

- Drove a \$565K increase in net ARR in my book of business through proactive customer success initiatives, contributing to a company-wide net retention rate of 130% for fiscal 2024
- Analyzed customer data to track key performance indicators (KPIs), identify trends, and develop strategies for improving customer retention and growth
- Contributed to an OKR to create materials and test a DevSecOps adoption path for customers
- Served as regional DRI for an OKR to drive DevSecOps adoption for new customers within 3 months of purchase
- Contributed content to a customer-facing webinar on implementing an effective vulnerability triage and resolution workflow within the GitLab platform

Customer Success Manager | Sep 2022 - May 2023

- Drove successful customer retention and growth for enterprise accounts with ARR ranging from \$100K to >\$1MM, contributing to a \$6MM book of business across diverse industries
- Increased net ARR in my book of business by \$2.1MM by implementing proactive customer success initiatives, including analyzing customer health metrics and identifying upsell opportunities
- Delivered 5 workshops to drive use case adoption and increase overall feature usage, tracked and analyzed participant engagement data in Excel to measure workshop effectiveness
- Drove a rapid turnaround for an at-risk customer, achieving a DevSecOps adoption score improvement from red to green within 6 months, while increasing adoption from 9% to 32%
- Created a 5-day developer onboarding program to help developers new to GitLab get started. This is now part of our digital onboarding email series

Enterprise Technical Account Manager | Jul 2021 - Aug 2022

- Guided 3 enterprise customers in migrating to scaled infrastructure architectures on AWS and Kubernetes, resulting in an increase in platform usage and improved system stability
- Created and maintained detailed project plans for all technical projects, including migration to scaled infrastructure architectures on AWS and Kubernetes, ensuring on-time delivery and effective resource allocation

Support Engineer | Jul 2017 - Jun 2021

- Solved complex software issues for diverse clients, from small businesses to Fortune 100 companies
- Delivered exceptional customer service and drove product improvement through direct client interaction and collaboration with internal product and engineering teams
- Analyzed support ticket data to identify patterns and improve resolution processes

Junior Support Engineer | Apr 2017 - Jun 2017

Support Engineering Intern | Dec 2016 - Mar 2017

SiliconANGLE Media, Inc.

Freelance Senior Writer (Emerging Tech) | Oct 2014 - Feb 2018

- Boosted reader engagement by 40% through publishing 6 to 8 in-depth analysis pieces weekly on emerging consumer tech trends, apps, and devices
- Researched and analyzed market trends in emerging technology to create data-driven content

Mimecast

Partner Account Manager (Mid-Market) | May 2013 - Feb 2014

- Drove revenue growth through strategic partnerships by proactively identifying, onboarding, enabling, and supporting partners
- Tracked and reported on partner performance metrics using Excel to identify areas for improvement • Improved sales pipeline visibility by 18% by creating and maintaining a detailed sales tracker in Microsoft Excel

First Distribution

Senior Account Manager | Mar 2011 - May 2013

- Managed lead status, progression, and closure with partners
- Analyzed lead data in Excel to identify trends, optimize conversion rates, and improve sales pipeline visibility

EDUCATION & CERTIFICATIONS

- **Data Analytics** - London School of Economics (in progress)
- **Data Strategy: Leveraging Data as a Competitive Advantage** - UC Berkeley Exec Education
- **Customer Success Manager ADVANCED Certified Professional** - Pulse Academy by Gainsight
- **Full-Stack Web Development in Computer Software Engineering**
- **Certificate in Internet Marketing** - GetSmarter & University of Cape Town
- **Diploma in Sales Management** - Varsity College
- **Higher Diploma in Business Management** - Damelin College

TECHNICAL SKILLS

- **Data Analysis Tools:** Excel, SQL, Python, Tableau
- **Technical Skills:** Cloud Computing, AWS, Kubernetes, DevSecOps, Project Management

CORE SKILLS

- **Data Analysis:** Excel data analysis, trend identification, report creation, KPI tracking
- **Business Skills:** Account management, customer success, relationship management, business development
- **Communication:** Technical writing, stakeholder presentation, cross-functional collaboration, customer engagement
- **Problem-Solving:** Analytical thinking, process improvement, troubleshooting, solution development