

MIHAELA BURLACU

Customer Success Leader & Operations Manager

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PROFESSIONAL PROFILE

Data-driven Customer Success Leader with 8+ years of experience across SaaS, PropTech, and high-growth environments, blending deep operational strategy with an empathetic, people-first approach. Known for building high-trust relationships with enterprise clients and cultivating deeply engaged, collaborative remote teams. Proven track record of scaling CS departments from the ground up, protecting up to \$2M-\$3M in monthly recurring revenue, and transforming frontline agents into proactive strategic partners. Experienced in balancing human-centric customer journey mapping with SQL/Looker data analytics to predict churn, boost CSAT, and drive long-term account loyalty.

TOOLS & OPERATIONAL EXPERTISE

CS Analytics & Health Scores: SQL (Intermediate), Looker Studio, Excel, Google Sheets, Salesforce Data Loader.

Customer Operations: Onboarding, account management, escalation handling, billing disputes, customer feedback, SOPs, quality scorecards and team coaching.

CRMs & Customer Success Platforms: Salesforce, HubSpot, Pipedrive, Zapier, Coupler.io, Jira, Asana, [Monday.com](#).

Customer Support: Zendesk, Kustomer, Intercom, Stripe, Amadeus, Sabre, Guesty.

LANGUAGES Romanian (Native) • English (Fluent) • Russian (Fluent) • Greek (Fluent)

PROFESSIONAL EXPERIENCE

Projects - Recruitment, Product & Operations

2024 - 2026

- Completed a five-month agency recruitment assignment supporting Netcompany-Intrasoft, covering candidate sourcing, screening, assessment, and pipeline coordination.
 - Developing vanill.ai, an early-stage AI product concept focused on consolidating cross-functional information and surfacing customer, operational, and revenue risks.
 - Advanced my capabilities in SQL, data analysis, AI tools, workflow automation, and project management while managing an international relocation.
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Evergrowth (SaaS | CRM Implementation | Business Operations)

Nov 2023 - Mar 2024

Senior Operations Manager

- Managed onboarding and operational delivery across 4 client accounts within my first month, building and improving workflows across Salesforce, HubSpot and Pipedrive.
- Developed lead-generation and CRM processes that produced 500+ qualified leads and contributed to a 35% increase in conversion.
- Architected real-time client health dashboards using Looker Studio and Zapier, providing the leadership team with total visibility over account adoption metrics and churn risks.

Rove Travel

Oct 2022 - Nov 2023

Sales Operations Manager

- Led and coached a 10+ person remote Sales and Operations team, managing performance through KPIs, quality reviews and ongoing individual support.
- Oversaw sales and booking operations generating \$500K+ in monthly revenue, supporting premium properties and high-value customer accounts.
- Improved CSAT by approximately 20% through structured quality monitoring, coaching and escalation processes.

June Homes (PropTech)

Jun 2019 - Oct 2022

Customer Success Manager & Head of Sales Operations

- Rapid Leadership Progression: Promoted sequentially from Customer Success Manager → CS Team Lead → Head of Customer Success → Head of Quality Assurance & Operations
- Led the NYC customer and commercial operation, managing 20+ team members and 500+ active contracts. Drove a baseline monthly revenue of over \$700K, scaling up to \$2M-\$3M in peak months, while increasing qualified leads and conversion by ~40% in the first quarter.
- Built the company's first Quality Assurance function from the ground up, creating processes, scorecards and SOPs used to evaluate and improve performance across 60-80 remote agents.
- Maintained 89%+ CSAT while managing escalations and improving workflows across property management, vendors and financial reconciliation.
- Partnered with Product, Engineering, Finance and Legal to resolve operational bottlenecks, improve internal systems and support the launch of two additional markets.

e-Travel SA

Nov 2017 - May 2019

Travel Operations Specialist

- Managed end-to-end travel operations and complex itinerary changes using Amadeus and Sabre across four languages.
- Resolved complex customer, billing and cross-border escalations while protecting service KPIs.

VisPas Hotel

Seasonal (2015 - 2017)

Front Office & Guest Services Associate

Reservations, guest operations and front-office issue resolution.

EDUCATION

Bachelor's Degree, International Hotel Business Management

Manchester Metropolitan University