

SHIRA MOSKOWITZ

(516) 574-3147 | shiraymoskowitz@gmail.com | Brooklyn, NY

CX Enablement and program management leader with 10 years of experience designing learning programs and managing teams, passionate about implementing scalable solutions to ensure diverse individuals succeed.

EXPERIENCE

Rippling, New York, NY

Jan 2025 – Present

IM Enablement Program Manager, Jan 2025 – Present

- Planned and facilitated 120 person onsite for Bangalore IMs to build a winning team and upskill managers
- Design live and async trainings to prepare the implementation team for new product launches and updates
- Develop and host live trainings on relevant implementation soft skills such as escalation management
- Project managed revamp of IM playbooks from 15 to 3 to ensure consistent implementation experience for customers

PlayOn Sports, Remote, USA

Aug 2023 – Nov 2024

Senior Customer Experience Enablement Manager, Aug 2024 – Nov 2024

- Managed Education Content Writer to own the re-launch of knowledge bases for PlayOn's different user personas
- Created onboarding program for two new positions (Field Service Technicians & Operations Specialists) by working with stakeholders to understand responsibilities of these roles and ensure new hires were prepared within 3 weeks

Customer Experience Enablement Manager, Aug 2023 – Aug 2024

- Implemented Learning Management System (Paylocity) by leveraging existing HR software to deliver 25+ product and process focused trainings at scale across a team of 140 customer experience agents and managers
- Launched Quality Assurance Program and tool (ZendeskQA) to improve customer support service delivery and ensure agents were adhering to new processes

Hopin, Remote, USA

Mar 2021 – Nov 2022

Manager: Customer Education and Internal Enablement, Feb 2022 – Nov 2022

- Created and led education team of 3 content builders and developed strategy to improve adoption and retention of Hopin products via Hopin Learn (500 MAU, 92% CSAT), Help Center (70k MAU), and employee training (450 users)
- Collaborated with cross-functional stakeholders from Product, Marketing, and Customer Success to ensure the education program aligned with business goals and research, and was implemented throughout the customer journey

Customer Education Program Manager, Mar 2021 – Feb 2022

- Launched LMS (Workkamp, Skilljar) to host award-winning customer education program (Hopin Learn), containing self-paced learning courses to supplement 1:1 meetings with Implementation Managers
- Facilitated live, virtual trainings for groups of 20 customers to onboard and maximize their usage of the platform, successfully scaling Hopin's customer success processes to support the growing customer base

WeWork, New York, NY

Jul 2017 – May 2020

Community Manager, May 2018 – May 2020

- Managed performance of a team of 8 full time community and operations employees and promoted high-performing staff to open new locations by providing coaching and feedback
- Created WeWork Large Office Playbook, by piloting different approaches to opening and managing Enterprise-only locations, Playbook was distributed to teams globally

Community Lead - Sales, Jul 2017 – May 2018

- Managed all aspects of the sales process including tours and office upgrades to maintain building occupancy of 90%

Goldring/Woldenberg Institute of Southern Jewish Life (ISJL), Jackson, MS

Jun 2015 – Jun 2017

Program Associate

- Wrote Judaic studies curriculum for school-age students, by utilizing instructional design methodologies
- Trained hundreds of adults across a 13-state region to use company's curriculum with in-person trainings, these personalized resources supported education programs for thousands of learners

EDUCATION

University of Michigan, College of Literature, Science & the Arts, Ann Arbor, MI

Sep 2011 – May 2015

Bachelor of Arts in Organizational Studies, Distinction and High Honors

ADDITIONAL

- Creator and host of Counter Programming Podcast (110k+ downloads and featured by Apple Podcasts)