

ALIA FELTON

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CLIENT SUCCESS AND OPERATIONS LEADER

PROFESSIONAL SUMMARY

Accomplished leader with rich experience building high-performing teams, leading enterprise digital initiatives, and delivering measurable business results across customer success, web operations, and creative services. Proven success managing distributed teams of 80+ designers and specialists, scaling organizations through strategic hiring and coaching, and directing large-scale programs supporting more than 1,500 enterprise clients. Recognized for transforming processes, implementing quality frameworks, improving operational efficiency, and consistently exceeding contractual KPIs, SLAs, customer satisfaction, and retention goals. Trusted cross-functional leader who partners with executives, product, engineering, implementation, and client stakeholders to solve complex business challenges while fostering collaborative, high-performing teams.

AREAS OF EXPERTISE

Client Success Management | Customer Experience (CX) | People Leadership & Coaching | Cross-Functional Collaboration | Team Leadership
Program & Project Management | Service Delivery Management | Process Improvement & Optimization | KPI, SLA & OKR Management
Customer Retention & Account Growth | Operational Excellence | Quality Assurance (QA) | Change Management
Escalation Management | Performance Analytics & Reporting | Stakeholder Relationship Management

PROFESSIONAL EXPERIENCE

DEALERON | ANSIRA -- SINCRO

Design, Web Design Project Lead / Client Success, Manager | 2024 to 2026

Directed end-to-end delivery of a high-volume web design portfolio, led Tier III designers and a distributed team of 80+ North American and Indian contractors, and consistently exceeded service, quality, and operational performance targets. Spearheaded cross-functional execution of enterprise-scale digital transformation initiatives while partnering with Product, Engineering, Implementation, SEO, and Customer Success teams to deliver complex, multi-phase platform modernization programs. Partnered with Implementation leadership to coordinate successful client launches and high-priority production releases, ensuring seamless execution across concurrent enterprise projects. Developed executive reporting, operational dashboards, and performance analytics that provided leadership with actionable insights, optimized resource allocation, and improved delivery forecasting across major initiatives.

- Surpassed contractual performance commitments by achieving a 1.85-day average turnaround (vs. 2.5-day OKR), 97% CSAT, and 99% revenue retention through process optimization, proactive stakeholder management, and operational excellence.
- Scaled organizational capacity by recruiting, onboarding, and leading 100+ high-performing contractors, while designing a repeatable hiring and enablement framework that accelerated team growth without sacrificing quality.
- Led one of the company's largest website migration initiatives, orchestrated the migration of 40,000–50,000 pages across 1,500+ automotive dealership websites, minimized business disruption, and ensured delivery against aggressive milestones.
- Led GM's Chevy VisID / Project BGS initiative and coordinated the successful separation and redesign of multi-brand dealership websites into individual OEM-compliant brand experiences delivered on schedule.
- Drove platform-wide redesign and modernization initiatives for Mazda dealerships, resulting in improving design consistency, customer experience, and scalability across the automotive network.
- Designed and implemented a standardized design system that improved production consistency, streamlined collaboration, accelerated delivery, and established reusable design standards across the automotive web design organization.
- Evaluated, piloted, and implemented GenAI-powered workflows for SEO validation, QA, and content migration, introducing automation that increased efficiency and improved migration accuracy.
- Built scalable onboarding programs, documentation, and training resources that enabled rapid weekly hiring waves while reducing ramp-up time and increasing new-hire productivity.

ANSIRA -- SINCRO

Client Success, Manager | 2021 to 2024

Led and developed a high-performing Client Success organization supporting technical support, content management, and web design functions, while driving operational excellence, cross-functional collaboration, and continuous process improvement. Served as the Client Success launch lead for Central States Water Resources, built operational processes, coordinated cross-functional delivery, and ensured a successful customer onboarding experience. Created and standardized core Client Success operating procedures like escalation management, bug triage, redesign workflows, billing operations, intake processes, customer communications, and cross-functional handoffs to improve consistency, scalability, and service delivery across the organization. Built executive-level communications and reporting for department leadership, directors, executives, and enterprise clients that enabled greater visibility, alignment, and informed decision-making.

- Consistently exceeded contractual service commitments and sustained 99% first-time case resolution, 95% client satisfaction, and improved customer engagement through data-driven performance management and coaching.
- Directed website redesign and retention initiatives for at-risk enterprise accounts and led cross-functional design teams that achieved an approximately 91% client retention rate within a six-month period.
- Conceived, launched, and scaled a department-wide Quality Assurance program, while establishing standardized scorecards, workflows, and performance metrics that reduced ticket reopens and increased Chat/Call CSAT from 93% to 95% within first month.
- Owned the Nissan OEM client program, partnered with Client Success specialists and web design teams to deliver quarterly initiatives, as well as developed compliance and quality standards that remained organizational best practices.
- Established a continuous feedback framework by translating customer and employee insights into scalable process improvements that boosted operational efficiency and overall client experience.
- Delivered technical and customer success training to internal teams and enterprise clients, which strengthened product adoption, technical proficiency, and service quality across multiple stakeholder groups.

ANSIRA -- SINCRO | CDK | ADP/COBALT

Support / Client Success, Web Design Specialist II | 2013 to 2021

Advanced from Web Design Specialist to Team Lead and Project Manager, earning increasing leadership responsibility through consistent delivery, technical expertise, and client success. Designed, optimized, and supported OEM-compliant dealership websites for major automotive brands including GM, Nissan, Infiniti, Ford, and Hyundai, consistently exceeding service-level commitments while delivering high-quality digital experiences. Acted as project lead for multiple cross-functional initiatives and coordinated designers, stakeholders, and technical teams to deliver complex web design and platform enhancement projects on schedule. Served as a subject matter expert for OEM asset creation, dealership group management, CMS administration, and internal design tools to provide technical guidance across multiple departments and strategic initiatives. Modernized knowledge base documentation and operational resources to improve knowledge sharing, onboarding, and long-term organizational efficiency.

- Led strategic website redesign initiatives for high-risk dealership accounts and played a key role in retaining 90% of targeted clients within a two-month engagement by improving user experience, visual design, and overall website effectiveness.
- Partnered with Product, Development, SEO, and UX teams to shape new platform capabilities, contributing to the Vehicle Owner ID inventory management launch, UI/UX usability testing, and customer-driven landing page initiatives.
- Selected as both participant and judge for the company's Idea-a-Thon, focused on evaluating and championing process improvements and development tool innovations that enhanced operational efficiency.
- Influenced the evolution of internal design platforms by identifying enhancement opportunities, collaborating with development teams, and training employees and customers on new capabilities and best practices.
- Collaborated with executive leadership, dealership general managers, and cross-functional department leaders to resolve high-priority escalations, as a trusted liaison for complex client and operational challenges.
- Consulted with dealership leadership on website strategy, user experience, and digital merchandising, helping clients improve online engagement and support sales objectives.
- Developed and implemented process improvements that streamlined design workflows, accelerated project turnaround times, and enhanced the overall customer experience.
- Delivered technical training to employees and enterprise customers on the proprietary CMS platform and Adobe Photoshop, which increased user adoption, self-service capability, and operational effectiveness.

EDUCATION & CREDENTIALS

Bachelor of Science in International Relations & Diplomacy | Seton Hall University, John C. Whitehead School of Diplomacy, South Orange, NJ
Leaders In Training Courses I, II, III (People and Project Management) | City University | LIT Program, Seattle WA
Chinese (Mandarin, Shanghainese) and Finnish Language Courses | Coursera/Mango Languages; online programs

TECHNICAL SKILLS

Print and Layout Design | Wireframe/UI Design | Web/Soc Med Content Creation | Adobe Creative Suite | Clip Studio Pro | HTML 5/CSS 3
Bootstrap 3 & 5 | MS Office Suite | LLM/GenAI (Gemini, Lovable, ChatGPT, Copilot, Claude) | Salesforce