REBECCA CREEK

Client Success & Operations Lead | Onboarding & Implementation
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SUMMARY

Client success and operations leader with over a decade of experience owning the customer journey from kickoff through go-live and ongoing support. Manages multiple concurrent onboardings, keeps timelines and follow-ups moving without being chased, and turns customer inputs into clear status updates, KPI reports, and decision-ready next steps. Background in healthcare technology, including HIPAA-compliant onboarding at a telehealth software company, and in lean, fast-moving teams where everyone wears multiple hats. AI-native in daily work: uses Claude and AI-assisted workflows every day to draft, track, and automate, and has built live tools for invoicing, reporting, and client sign-ups.

PROFESSIONAL EXPERIENCE

Client Success & Operations Lead | AEA Institute — 2023 – Present

Mental Edge Academy / NeuroFitness Academy: mental performance and coaching company serving athletes, schools, and corporate clients. (Formal title: VP of Client Relations.)

- Own onboarding and delivery for a portfolio of school, coach, and corporate accounts, running multiple concurrent launches with their own timelines, stakeholders, and data needs, from kickoff through go-live and ongoing support.
- Built the company's repeatable client onboarding and communication processes, adopted as the model leadership extended across therapists, families, coaches, and corporate clients.
- Track participation and results for client programs, building weekly reports and live progress dashboards so clients and leadership always know where things stand.
- Work directly with the company's developers on client-facing builds and fixes, turning client feedback and issues into clear, documented requests and closing the loop with the client.
- Build custom web tools, dashboards, and automations with AI-assisted workflows (invoicing, reporting, an onboarding command center, sign-up systems, white-label program sites), reducing manual work and giving the team live visibility into operations.

Director of Customer Success | Hippo Health — 2020 – 2023

Telehealth software company serving EMS agencies, clinics, and emergency physician partners.

- Joined at the onset of COVID-19 and was promoted to Director of Customer Success within months.
- Led onboarding, retention, and adoption for EMS and clinic partners using HIPAA-compliant workflows.
- Built the company's customer onboarding and implementation processes and documented SOPs for multiple recurring workflows.
- Participated in partner review meetings, analyzing visit and call data to improve service effectiveness.
- Finalized four reusable client-facing products still usable across customer implementations, and produced consumer-facing materials that improved patient access and platform trust.

Operations Manager | Warehouse Services Inc. (Cox Group) — 2014 – 2015

Special Projects | Industrial Transport Services (Cox Group) — 2013 – 2014

Logistics and warehousing operations serving national industrial clients.

- Hired into logistics special projects; selected into the company's Management Training Program and promoted to Operations Manager at the Bridgestone Metalpha plant in Clarksville, TN.
- As Operations Manager, oversaw 4 supervisors and 29 employees in a 24/7 warehousing and material-handling operation, managing personnel, onboarding, training, certification, and OSHA compliance.
- Took over and completed an asset-utilization initiative applying Lean Six Sigma principles, which leadership credited with roughly $500K in first-year revenue impact; built the demurrage tracking and invoicing process, audited equipment in the field, and returned out-of-service trailers to revenue.
- Created a legacy tracking process reportedly still in use years later; earned Train-the-Trainer forklift certification.

ADDITIONAL EXPERIENCE

Explorer Sales Representative, Westin Riverfront (Vistana / Starwood), Avon, CO: top sales performer in the majority of months across multiple quarters, recognized repeatedly by the SVP of Sales & Marketing. Earlier roles in healthcare administration and real estate support (Vail Health; RE/MAX).

SKILLS & TOOLS

Core: Onboarding & implementation · Multi-project management · KPI tracking & reporting · Customer feedback triage · Process design & SOPs · Client success & account management

AI & Automation: Claude / AI-assisted workflows · Custom tools & dashboards · Workflow automation · Vercel & Supabase (no-code/low-code builds)

Platforms & Tech: Kajabi · Stripe · HubSpot · Trello · Google Workspace · Calendly · Constant Contact · Canva

EDUCATION & CREDENTIALS

- Certificate, Youth & Social Work, Rhema Bible Training Center
- Florida Real Estate License (held since 2000, voluntarily inactive)