KARY YOUMAN

Molde, Norway | kary@yxlab.co | yxlab.co | linkedin.com/in/karyyouman

US Citizen | Norway Work Authorization | Native English | Norwegian (Beginner) | Remote

CUSTOMER ONBOARDING & ADOPTION | CUSTOMER SUCCESS | CUSTOMER ENABLEMENT

PROFESSIONAL SUMMARY

Customer experience and people operations professional with a background in employee onboarding, engagement, communications, and process improvement. Supported employee experiences within a 200+ person creative agency and managed segmented communications across approximately 9,000 customer contacts. Experienced in stakeholder coordination, training, program management, and translating feedback into practical improvements. Currently expanding my expertise in customer onboarding, service design, and technology adoption through independent projects and professional development.

CORE SKILLS

Customer Onboarding & Enablement | Customer Engagement | Stakeholder Management | Process Improvement | Cross-Functional Coordination | Customer Journey Mapping | Email & SMS Communications | Audience Segmentation | Program Management | Survey Feedback & Reporting | CRM Fundamentals

PROFESSIONAL EMPLOYMENT

Instrument | Creative Agency | *Sep 2019–Jul 2023*

Associate Director, Career Development Manager (previously Learning & Development Manager)

- Supported onboarding, engagement, and professional development initiatives for a creative agency of 200+ employees.
- Improved onboarding workflows and internal communications to create a clearer, more consistent employee experience.
- Coordinated feedback surveys and synthesized employee insights into recommendations for leadership and cross-functional teams.
- Collaborated with stakeholders on career development, engagement programs, and process improvements.

Marketing & Program Manager | KemperSports | *Jun 2017–Aug 2019*

- Managed marketing communications and programs for two golf facilities with approximately 9,000 combined customer contacts.
- Segmented audiences by league participation, customer tenure, and SMS opt-in status to deliver more relevant communication.
- Executed targeted email and SMS campaigns, weekly newsletters, and event promotions using CyberGolf tools.
- Coordinated programs and communications designed to encourage participation and repeat engagement.

INDEPENDENT PROJECTS

Customer Experience & CRM Projects | YX Lab (Independent Projects) | *2023–Present*

- Design and document customer onboarding journeys, communication processes, and CRM workflows through independent portfolio projects.
- Develop practical experience with HubSpot CRM, customer lifecycle mapping, and service process improvement; distinguish simulations from live client work.

EDUCATION & PROFESSIONAL DEVELOPMENT

Noroff School of Technology and Digital Media | Interactive Media studies (2026–Present)

Professional development: Customer success, onboarding, CRM, and HubSpot fundamentals (self-directed, in progress)

COMMUNITY LEADERSHIP

Board Member / Vice Chair, The Insight Alliance (2022–2024) | TEDx Youth Speaker Coach (2020–2022)