

FABIANA HOLLEY

Jersey City, NJ • (212) 814-3617 • fh67@fordham.edu • linkedin.com/in/fabianaholley

EDUCATION

Fordham University, Gabelli School of Business | New York, NY
Master of Business Administration (MBA), Finance Concentration

Expected May 2028

St. Francis College | Brooklyn, NY
Bachelor of Arts, Economics

2014

Continuing Education: Product Management Bootcamp (ELVTR) | Data Analytics Certificate (Google)

PROFESSIONAL EXPERIENCE

Justworks | New York, NY — *Customer Success Manager*

02/2024 – 12/2024

- Managed a \$2M book of business across 70 mid-market accounts at a payroll, HR, and benefits SaaS platform, advising senior executives on compliance, tax strategy, and financial workflows.
- Drove expansion revenue by identifying commercial opportunities and executing targeted outreach, closing 3 new international accounts from 5 referred opportunities in a single quarter.
- Led executive QBRs and achieved 97% portfolio retention through data-driven risk analysis, forecasting, and proactive account strategy.

New York Life Investments | Jersey City, NJ — *Associate Product Manager*

06/2022 – 03/2023

- Managed the end-to-end lifecycle of stable value investment products for institutional clients, aligning product strategy with market conditions, regulatory requirements, and fund performance.
- Analyzed fund performance data and translated complex investment concepts into strategic messaging for institutional investors, financial advisors, and internal sales teams.
- Contributed to acquisition of 3 new institutional clients by partnering with sales and marketing on product positioning and go-to-market strategy.
- Delivered data-driven quarterly investment reviews, converting performance analysis into actionable recommendations for portfolio retention and growth.

Better Mortgage | New York, NY (Remote) — *Senior Customer Success Manager*

05/2020 – 12/2021

- Managed 60-80 concurrent client pipelines at a high-growth fintech unicorn, guiding clients through residential mortgage transactions from application through close.
- Designed a custom pipeline management framework in Excel tailored to loan sizes and transaction milestones, improving visibility, forecasting, and prioritization.
- Partnered cross-functionally with underwriting, closing, title, and finance teams to resolve bottlenecks and maintain 95%+ client satisfaction.

Wealth-X (acquired by Altrata) | New York, NY — *Customer Success Manager*

02/2019 – 04/2020

- Founding member of the Customer Success team at a SaaS platform delivering proprietary wealth research and dossier generation on UHNW individuals to sales and marketing teams across financial services, luxury, and private client industries.
- Managed 50+ SMB and enterprise accounts, achieving a 97% renewal rate and 10% upsell revenue.
- Built core CS workflows, enablement materials, training programs, and scalable playbooks from the ground up.

Marsh & McLennan Agency (MMA) | New York, NY — *Account Specialist (Benefits)*

03/2017 – 09/2018

- Managed a \$2.3M book of business across 40 mid-market employer clients (100-500 employees), analyzing claims data, cost trends, and plan performance to inform renewal strategy across fully-insured and self-funded plans.
- Co-led quarterly business reviews with senior account executives, presenting performance analysis and strategic recommendations to guide client decisions.
- Owned technical implementation and configuration of benefits administration systems, including plan setup, eligibility rules, and enrollment workflows.

NFP | New York, NY — *Benefits Analyst*

02/2016 – 03/2017

- Managed 30+ SMB employer clients (1-200 employees) at a national benefits brokerage, owning end-to-end client support from plan implementation through renewal.
- Analyzed claims data, cost trends, and plan performance to inform strategic recommendations, and contributed to quarterly business reviews translating plan data into insights that guided client decision-making.

SKILLS & INTERESTS

Technical: Salesforce, Zendesk, Jira, Confluence, API integrations, SaaS platforms, Notion, ClickUp, Claude