

# Customer Success Executive

ULP Digital • Client Success • Full-Time • On-Site

**Company:** ULP Digital

**Department:** Client Success

**Location:** Gulberg, Lahore — On-site

**Shift:** Night Shift — Aligned with US Business Hours

**Experience:** 1–2+ Years

**Employment Type:** Full-Time

## About ULP Digital

ULP Digital is a digital marketing agency serving small businesses across the United States. Our services span SEO, Google Business Profile optimization, web and app development, PPC, social media, content, and email automation.

We work with clients on retainers ranging from entry-level services to full-service digital marketing solutions. Our Customer Success team plays a critical role in ensuring clients receive clear communication, strong service delivery, measurable results, and opportunities for continued growth.

## About the Role

We are looking for a **Customer Success Executive** to own the client relationship after the sale.

You will manage the onboarding of new accounts, maintain strong relationships with existing clients, coordinate with internal delivery teams, resolve issues, and identify opportunities where a client's business goals and results justify expanding their current services.

This is **not a ticket-closing support role and not a cold-calling position**.

You will be the primary point of accountability between US-based business owners and our internal teams. Clients should know where their projects stand, what is happening next, and how their marketing efforts are contributing to their business.

The role also carries a **monthly growth and expansion target**.

## What Success Looks Like

- Every new client is onboarded with scope, deliverables, timelines, and expectations clearly documented.
- Scope gaps and unrealistic expectations are identified before work begins.
- Clients receive proactive updates instead of having to repeatedly ask for status.
- Relevant upsell and cross-sell opportunities are identified and presented at the right time.
- Renewals happen without unexpected surprises.
- At-risk accounts are identified early enough to take corrective action.
- Internal teams receive complete, accurate client requirements rather than forwarded complaints.

## Key Responsibilities

## **1. Onboarding & Scope Clarity**

- Manage the complete onboarding process for new clients.
- Conduct kickoff calls and gather requirements.
- Collect required assets, information, and account access.
- Establish timelines and expectations.
- Review signed scopes before work begins.
- Identify ambiguous, contradictory, or unrealistic requirements.
- Resolve differences between client expectations, sold packages, and delivery capacity.
- Document inclusions, exclusions, timelines, and commitments clearly.

## **2. Relationship Management**

- Build long-term relationships with US-based business owners and marketing contacts.
- Conduct scheduled client check-ins and performance review calls.
- Explain marketing performance in clear business language.
- Handle dissatisfaction and escalations professionally.
- Manage difficult conversations calmly.
- Monitor account health and engagement.
- Identify warning signs such as slow approvals, reduced engagement, or payment issues.
- Take action before account issues become cancellations.

## **3. Growth & Upselling**

- Identify upsell and cross-sell opportunities.
- Use performance data, business goals, seasonality, and service gaps to identify opportunities.
- Build a clear business case for each recommendation.
- Explain the expected benefit, cost, and timing.
- Present proposals and pricing.
- Handle client objections professionally.
- Close account expansions.
- Meet monthly revenue and expansion targets.
- Support renewals and contract upgrades.

## **4. Cross-Functional Coordination**

- Coordinate with SEO, web development, design, content, advertising, and billing teams.
- Translate client requests into clear internal briefs.
- Explain internal constraints honestly to clients.
- Follow issues through to resolution.
- Ensure problems are not simply handed off between departments.
- Escalate risks when timelines or deliverables may be affected.

## 5. Reporting & Documentation

- Maintain accurate account records.
- Document meeting notes and client commitments.
- Record scope changes and important decisions.
- Prepare monthly performance summaries.
- Walk clients through their performance and results.
- Report account health and at-risk accounts to management.
- Maintain visibility into potential upsell opportunities and pipeline.

## Must-Have Requirements

- 1–2+ years of experience in customer success, account management, client servicing, or a similar client-facing role.
- Working knowledge of digital marketing, including SEO, Google Business Profile, paid advertising, websites, and social media.
- Ability to have credible conversations with business owners about digital marketing.
- Understanding of what digital marketing services can realistically achieve.
- Proven ability to identify and close upsell or expansion opportunities.
- Strong spoken and written English.
- Comfortable communicating with US-based clients on daily calls.
- Ability to remain composed under pressure.
- Strong multitasking and organizational skills.
- Ability to manage multiple accounts and competing deadlines.
- Working knowledge of Microsoft Office and Google Workspace.
- Comfortable working with spreadsheets and professional documents.
- Bachelor's degree preferred; fresh graduates are also encouraged to apply.

## Preferred Qualifications

- Previous experience in a digital marketing, advertising, or web development agency.
- Experience coordinating with multiple internal departments.
- Experience working with US or international clients.
- Experience with client onboarding processes.
- Familiarity with service agreements and scope documentation.
- Experience with account expansion, renewals, or client retention.

## What You Will Bring

### Ownership

You treat a client problem as yours until it is solved, regardless of which team is responsible.

## **Directness**

You raise scope conflicts, risks, and missed deadlines early rather than waiting for problems to grow.

## **Commercial Instinct**

You recognize when a client is ready for additional services and know how to make the right recommendation.

## **Organization**

You can keep multiple accounts, conversations, deadlines, and commitments organized without losing accuracy.

## **Professionalism**

You maintain a calm, steady, and professional presence during both positive client interactions and difficult conversations.

## **Why Join ULP Digital?**

At ULP Digital, you will work directly with US-based businesses while collaborating with teams across multiple digital marketing disciplines.

This role gives you the opportunity to develop your skills in Customer Success, Account Management, Digital Marketing, Client Communication, Business Growth, Upselling & Revenue Expansion, Project Coordination, and Client Retention.

## **Working Details**

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**Department:** Client Success

**Location:** Gulberg, Lahore

**Work Arrangement:** On-site

**Shift:** Night Shift — US Business Hours

**Experience:** 1–2+ Years

**Employment:** Full-Time

## **How to Apply**

If you are confident communicating with clients, understand digital marketing, take ownership of problems, and have a strong commercial mindset, we would like to hear from you.

**Apply for the Customer Success Executive position at ULP Digital and join our Client Success team.**