

Danie Feld

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PROFESSIONAL SUMMARY

Customer experience professional with 10+ years at small, founder-led DTC brands, in roles spanning frontline support, platform operations, fractional consulting, and full CX ownership. Skilled at building the systems, workflows, and feedback loops that keep experiences frictionless, customers happy, and teams enabled and informed. Background in counseling informs a people-first approach to CX operations, with strong attention to both the operational and human sides of the customer experience.

EXPERIENCE

Pendulum Therapeutics

June 2025 – Present

Manager of Customer Experience Operations (CX Systems and Technology)

Joined during a period of rapid growth to own the systems and infrastructure layer of a scaling CX function.

- Rebuilt the CX platform end-to-end including workflows, routing logic, and automation architecture, reducing average handle time by 60% and cutting friction for both agents and customers.
- Built and maintained the internal knowledge base, agent SOPs, and external Help Center, increasing first contact resolution by 65% and Help Center engagement by 50%.
- Served as the operational backbone of the CX team, building systems, maintaining documentation, writing SOPs, and ensuring the team was informed and prepared for every product launch, promotion, and platform change.
- Designed and executed a targeted outreach program for at-risk subscribers, reactivating 10% within one week and generating nearly 1% of total revenue for the period.
- Led a full Kustomer to Gorgias migration including routing strategy, business rules, and workflow design.
- Managed the AI agent relationship including vendor communication, regular conversation audits, and ongoing refinement, maintaining a 4.9 CSAT.

Open Late Collective: A CX and Retention Agency

August 2023 – June 2025

Manager of Customer Experience Operations (Fractional CX Systems & Technology)

Provided senior CX leadership to early-stage DTC brands, owning platform buildouts, AI implementation, and infrastructure work hands-on across multiple concurrent projects.

- Led fractional CX engagements across multiple DTC brands simultaneously, acting as an embedded operator managing agents, owning platforms, and reporting directly to brand leadership weekly.
- Built customer experience infrastructure from the ground up for early-stage brands including platform configuration, knowledge bases, SOPs, and workflow logic.
- Consulted and mentored CX managers at established brands on platform improvements and team structure, helping small teams make meaningful operational improvements quickly.
- Created agent resources and internal documentation that empowered support teams to handle volume confidently and consistently.
- Connected customer data to analytics platforms to build Voice of Customer dashboards, surfacing trends and insights that gave brand teams a clear picture of the customer experience.
- Managed vendor relationships and implemented tools across client stacks including returns apps, subscription platforms, and issue tracking processes.
- Configured AI and automation tools to reduce response times and handle volume efficiently across client accounts.

Feastables

October 2021 – June 2023

Manager of Customer Experience

Built the entire CX program from scratch before launch for a brand with no playbook and a fan base of 450 million-plus watching from day one.

- Designed the full pre-launch CX infrastructure: platform configuration, bot experience, knowledge base, and BPO training, built to feel genuinely on-brand for one of the most engaged communities on the internet.
- Trained 30 agents who handled 150,000 messages in the first month, with systems stable enough to absorb the volume without breaking.
- Configured and maintained conversational and SMS bot experiences, keeping the customer-facing side consistent and on-brand through rapid product expansion.
- Set up reporting to surface fulfillment and product quality issues from customer contacts, and integrated shipping and returns tools to keep the post-purchase experience running smoothly.

RXBAR

December 2016 – June 2020

Manager of Customer Experience

Grew from CX representative to Manager over two years, leading an 8-person team through a high-growth period that included category expansion, international growth, and acquisition by Kellogg.

- Built and owned the Help Center and its reporting infrastructure, surfacing customer interest trends that directly informed marketing strategy.
- Designed and executed a high-touch VIP gifting program based on customer lifetime value, a fully manual, seasonal outreach effort that deepened loyalty with the brand's most invested customers.
- Led the CX team through a voluntary product recall, fielding up to 3,000 contacts daily while keeping the team steady and customer trust intact.
- Designed and led a companywide customer-immersion program, rotating every employee through two weeks in CX to build shared, firsthand accountability for the customer experience across the organization.

EDUCATION

Master of Arts, Counseling — Northeastern Illinois University, 2020–2023

Bachelor of Arts, Theatre — University of Minnesota – Twin Cities, 2010–2013

AREAS OF EXPERTISE

Customer Experience Operations, Ecommerce Integrations, SOP Development, Cross-Functional Project Management, Knowledge Management, Automation & AI Integration, Self-Service Optimization, Voice of the Customer

TECHNICAL SKILLS

CRM and Support Platforms: Gorgias, Zendesk, Kustomer, Dixa

Knowledge Management: Guru, Notion, Confluence

AI & Automation: Siena AI, Sierra AI, Certainly, Gorgias, ChatGPT, Claude

Ecommerce: Shopify, Klaviyo, PDQ, Wonderment, Redo, Loop, Recharge, Skio

Analytics & Insights: Looker, Google Analytics, Google Suite, Excel, Heap, Hark

Community Management: Nectar, Sprout Social, Emplifi, Brandwatch

Project Management: JIRA, Lucidchart