KORAB ELAND

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PROFESSIONAL SUMMARY

Customer Experience and Product leader with 11+ years of progressive experience in EdTech, including 5 years specializing in CX strategy, operations, and AI-driven innovation. Track record of scaling voice-of-customer programs across 10+ university partners, building AI solutions that increased conversions 30%, and designing operational frameworks adopted company-wide. Expert in translating customer insights into product strategy, combining deep analytical capabilities with decision modeling and AI engineering to deliver measurable business impact. Skilled at leading cross-functional teams and building scalable systems from concept to execution.

PROFESSIONAL EXPERIENCE

Customer Experience Manager

Keypath Education APAC | March 2021 – Present

- Launched Voice of Customer (VOC) program across 10 university partners, establishing feedback loops that inform product strategy and optimize the student lifecycle
- Built Marketing Automation strategy using Salesforce Marketing Cloud, launching integrated campaigns that increased engagement and lead nurturing efficiency across email, SMS, and digital channels
- Developed AI-powered chatbot using natural language processing that improved lead conversion rates by 30% through personalized experiences and intelligent lead qualification
- Built Lead Tiering system using predictive modeling to intelligently prioritize prospects, reducing admissions team workload through optimized resource allocation
- Collaborate with Product, Marketing, and Operations teams to translate customer insights into feature requirements, serving as voice of the customer in development cycles

Marketing and CX Manager

Keypath Education APAC | February 2019 – March 2021

- Directed integrated marketing strategy for university partners including UNSW and Victoria University, consistently exceeding enrollment targets while achieving top retention rates company-wide
- Orchestrated operations across chat, appointment scheduling, email, and SMS, creating cohesive customer journeys that improved engagement and conversion rates
- Designed onboarding webinar program adopted as company standard, improving customer experience at scale
- Drove partner performance beyond enrollment goals multiple times while maintaining industry-leading retention through campaign optimization

Marketing Manager

Keypath Education APAC | May 2017 – February 2019

- Built and led team of 4 marketing specialists to plan, execute, analyze, and optimize multichannel campaigns that attracted and retained prospective students for partner universities
- Drove partner performance beyond enrollment targets multiple times while achieving top retention rates through campaign optimization and resource allocation
- Created onboarding webinar program that became company-wide standard, identifying a key gap with lasting organizational impact

Digital Media Specialist

Keypath Education APAC | August 2015 – April 2017

- Reduced cost per lead by 50% through optimization of Paid Search and Paid Social campaigns, delivering significant ROI improvement
- Built in-house PPC processes and reporting infrastructure after transitioning from third-party agency, enabling business growth while reducing external dependency
- Led PPC strategy during Keypath's startup phase, driving results that prompted international expansion with a second PPC specialist brought from US to Melbourne

Digital Media Buyer

Keypath Education APAC | September 2013 – July 2015

- Managed all digital campaigns for major client with $1M+ monthly paid media budget within first year, rapidly scaling responsibility early in career
- Increased lead-to-application conversion rate by 10% through continuous testing, optimization, and data-driven decision making across pay-per-click, display, and paid social advertising channels
- Planned and executed digital strategies across pay-per-click, display, and paid social, including campaign and landing page optimization, vendor analysis, and performance reporting

EDUCATION

Bachelor of Science in Journalism – Strategic Communications
Bachelor of Arts in Communication Studies
University of Kansas | Graduated 2013

CORE COMPETENCIES

Customer Experience Strategy: Voice of Customer (VOC) program management, customer journey mapping, CX frameworks and methodologies, customer lifecycle optimization, retention strategy

AI & Technology: AI engineering, chatbot development, natural language processing, predictive modeling, decision modeling, marketing automation (Salesforce Marketing Cloud)

Product & Operations: Product management, operations management, process optimization, cross-functional collaboration, program scaling, system design

Analytics & Optimization: Data analytics, A/B testing, conversion rate optimization, performance measurement, ROI analysis, reporting and insights

Leadership & Strategy: Team leadership, strategic planning, stakeholder management, change management, vendor management, budget management ($1M+ monthly)