

AL TOLLEFSON

Customer Success Manager | Onboarding & Enablement Specialist | Digital Operations

Maple Grove, MN • 612-492-1815 • al@alantollefson.com • [linkedin.com/in/alantollefson](https://www.linkedin.com/in/alantollefson) • alantollefson.com

Customer success and digital operations professional with 20 years managing customer accounts, online platforms, and e-learning systems for a K-12 technology company. Experienced working directly with customers on technical issues, administering SaaS platforms, building online training courses, and supporting onboarding and renewal. Hands-on with Adobe Commerce (Magento), LearnUpon LMS, and Articulate Rise 360. Active user of AI and automation tools for workflow efficiency and customer communications.

SKILLS & PLATFORMS

Adobe Commerce (Magento) • LearnUpon LMS • Articulate Rise 360 • HubSpot • Asana • Trello • Infor CSI • Google Workspace • Microsoft 365 • Customer Success Management • Account Retention • Customer Onboarding • SaaS Platform Administration • LMS Course Design & Administration • Technical Triage • Root Cause Analysis • Knowledge Base Management • AI & Automation Tools • Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

Trafera sells and services technology, primarily Chromebooks and devices, to K-12 school districts across the country. Over 20 years, I was the technical backbone for three connected areas: helping customers resolve problems and stay on the platform, running the company's online training library, and managing the customer-facing web portals where schools log in to track their device repairs.

TRAFERA (formerly Trinity3 Technology '14-'21 / Focus Technology '05-'14) • St. Paul, MN

Senior Technical Customer Success & Product Operations Lead • 2005 – 2025

Customer Success & Technical Support

- When customers had a technical problem the front-line team couldn't solve, I was the next call. I tracked down the root cause, worked with the engineering team to fix it, and documented the process so we could catch it faster next time.
- Managed user accounts and permissions for 200+ internal and external users across our platforms, setting up access, resolving login issues, and making sure the right people had the right level of access.
- Kept our internal documentation and customer-facing help content current, so the support team could resolve common issues without escalating to me every time.
- Worked alongside Sales to spot customers who were not using features or at risk of not renewing, and helped put together a plan to re-engage them before it became a problem.
- **Key result: Maintained 95%+ customer retention across the national portfolio for nearly 20 years.**

Online Training Platform (LearnUpon + Articulate Rise 360)

- Designed and built TRAILS, a library of 600+ downloadable lesson plans for K-12 classroom teachers, organized by grade level and subject with built-in keyword search, using a custom template I created from scratch.
- Built and published 100 professional development courses in Articulate Rise 360, short, interactive, lessons that educators could take on their own schedule from any device.
- Ran the day-to-day administration of LearnUpon: creating user accounts, organizing customers into groups, pulling completion reports, and troubleshooting access issues for 500+ active learners.
- Worked with Sales to use the training library as a talking point in renewal conversations, customers who actively used the platform were more likely to stay.

Customer Portals & Web (Adobe Commerce / Magento)

- Built and managed 1,500+ customer repair portals on Adobe Commerce (Magento), the pages where school districts log in to submit and track device repairs. Set up new portals for incoming customers, kept existing ones updated, and handled access issues daily.
- Administered the company's main e-commerce website: managing the product catalog, updating page content, and handling user permissions for internal teams and external customers.
- Led two full website redesigns, coordinating with design, sales, and leadership to get each project across the finish line.
- **Key result: The second full site redesign drove a 40% increase in web traffic.**

Marketing & Events (Trinity3 Technology)

- In the early years of my tenure, I was the sole marketing person. I built the company's new website from scratch, ran email campaigns, handled all graphic design, and produced 600+ downloadable lesson plan assets for educators.
- Coordinated 75+ trade shows per year: booking booth space, shipping materials, arranging travel for the sales team, and staffing the booth on-site.
- Managed an eBay store where the company sold refurbished and surplus devices.

TOLLEFSON DESIGN (Self-Employed)

Owner / Web Developer & Graphic Designer • Maple Grove, MN • 1989 – 2005

- Built and maintained websites for clients, managed domain registrations and email hosting, and kept content current as their businesses evolved.
- Designed logos, brochures, business cards, and other print materials. Managed print production for two client publications: The Ruffed Grouse Society & Trout Unlimited.
- Kept clients around by being responsive and reliable, most stayed for many years.

UNITED STATES AIR FORCE

Special Purpose Vehicle Mechanic & Heavy Equipment Specialist • Biloxi, MS & Wiesbaden, Germany • 1984 – 1990 (*Active Duty 1984–1988 • Inactive Reserve 1988–1990 • Honorable Discharge*)

- Maintained and repaired mission-critical vehicles and equipment in the U.S. and Germany.
- Competed as an Alpine skier for USAFE in Europe, placing 3rd overall across Air Force and Army teams.

EDUCATION & PROFESSIONAL DEVELOPMENT

- Ongoing: AI Prompt Engineering for Business; Customer Success Management frameworks; Adobe Commerce and LMS platform training.
- High School Diploma - Minnetonka High School, Minnetonka, MN • 1983