

YAHOR DARASHKEVICH

Customer Support & Customer Experience Executive | DTC, eCommerce, Subscription, Zendesk & AI Support Operations

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EXECUTIVE SUMMARY

Customer Support and Customer Experience executive with 15+ years of experience building and scaling support organizations for fast-growing direct-to-consumer, eCommerce, subscription, SaaS, and technology companies.

At Ka'Chava, scaled support from a 1-agent operation to 95+ agents at peak growth, led 1.5M+ resolved customer tickets, and maintained 89%+ CSAT across a high-volume consumer support environment.

Brings a mix of operational leadership, Zendesk expertise, AI and self-service strategy, workforce planning, analytics, vendor management, and customer insight programs.

CORE AREAS OF EXPERTISE

Customer Experience Strategy | Customer Support Leadership | DTC & Subscription Operations | Zendesk Suite | AI & Self-Service | Help Center & Knowledge Management | Workforce Planning | Vendor & BPO Management | CSAT & Voice of Customer | KPI Reporting | Process Improvement | Escalation Management | Retention Support | Quality Assurance | Training & Enablement

PROFESSIONAL EXPERIENCE

Sr. Director of Customer Support | 2017 – 2026

Ka'Chava / Tribal Nutrition LLC | Remote

- Built and scaled the customer support organization from a 1-agent operation to 95+ agents at peak growth, establishing the staffing structure, workflows, QA standards, and operational processes needed to support rapid DTC and subscription growth.
- Led support operations through 1.5M+ resolved customer tickets while maintaining 89%+ CSAT across a high-volume, multi-channel customer environment.
- Owned support operations for subscriptions, billing, refunds, returns, shipping issues, product questions, escalations, and retention-related customer friction.
- Built workflows, automations, escalation paths, SOPs, and internal knowledge resources that improved consistency, response speed, and agent productivity.
- Worked closely with operations, fulfillment, marketing, retention, and product teams to surface customer pain points and operational issues to leadership.
- Supported customer retention and subscription growth initiatives by identifying recurring friction points across billing, fulfillment, and customer lifecycle experiences.
- Built reporting frameworks covering CSAT, contact volume, response time, resolution time, sentiment trends, escalation rates, and customer pain points.

- Managed hiring, onboarding, workforce planning, coaching, and vendor/BPO operations during seasonal spikes, product launches, and fulfillment disruptions.

Zendesk & Customer Happiness Consultant | 2015 – 2019

Freelance | Remote

- Implemented and optimized Zendesk Suite environments for growing support teams, including workflows, automations, macros, reporting, help centers, and integrations.
- Designed support processes, SOPs, reporting dashboards, and self-service content aligned with operational goals and customer experience best practices.
- Recruited, trained, and managed support agents while advising clients on support quality, KPI tracking, and operational scalability.

Support & Training Specialist | 2013 – 2015

TeachPoint | Cambridge, MA

- Developed support, onboarding, and customer education strategies for a SaaS education technology platform.
- Delivered technical support through Zendesk and phone channels while managing onboarding, training webinars, scheduling, and help center content.
- Collected support metrics, customer feedback, bug reports, and feature requests to help improve the product and customer experience.

Specialist / Family Room Specialist | 2011 – 2013

Apple | Cambridge, MA

- Delivered 3,000+ customer support and training sessions across Apple mobile, computing, and software products in a high-volume retail environment.
- Troubleshoot iOS and macOS issues, repaired Mac and iPhone hardware, and supported device setup and data transfers.

EDUCATION

St. Lawrence University | Bachelor of Arts, Government | Canton, NY | 2010

United World College of the Adriatic | International Baccalaureate | Duino, Italy | 2006

TECHNOLOGY & LANGUAGES

Technology: Zendesk Suite, Zendesk Explore, AI/self-service platforms, support analytics, knowledge management systems, help center platforms, macOS, iOS, HTML/CSS, Adobe Illustrator

Languages: English, Belarusian, Russian; intermediate French, Italian, and Polish