

REBECCA KAVALCHUCK, MBA

Jaffrey, NH | (860) 460-7720 | kavalchuck.rf@gmail.com | www.linkedin.com/in/rebecca-kavalchuck-mba

CUSTOMER EDUCATION & ENABLEMENT LEADER | SAAS LEARNING PROGRAMS | HCM TECHNOLOGY

PROFESSIONAL SUMMARY

Strategic SaaS Customer Education and Professional Services leader with 13+ years of experience in SaaS and Human Capital Management (HCM) technology, spanning Compensation Benchmarking, Comp Planning, Performance Management, Benefits, Payroll and Time Keeping systems. Proven track record of developing and scaling customer education programs, achieving over 400% growth in annual webinar offerings, and approximately 400% growth in live attendance while maintaining consistently high customer satisfaction scores. Conceptualized and led an innovative live product and compensation fundamentals certification initiative, driving a 204% increase in monthly certification completions and a 51% increase in Academy student activity. Experienced in team leadership, cross-functional collaboration, client implementation management, and developing scalable customer-facing learning solutions. MBA in Human Resources Management.

CORE SKILLS

Customer Education & Enablement • Customer Onboarding • Customer Adoption • Learning Program Strategy • Product Training • Webinar & Workshop Development & Facilitation • Learning Content Development • Software Implementation • Professional Services • Client Consultation • Team Leadership • Project Scoping & Delivery • HCM Technology (Compensation, Compensation Planning, Employee Self-Service, Benefits, Payroll & Time Keeping Software Platforms) • Cross-Functional Collaboration • Process Improvement • KPI Development & Performance Measurement • Learning Program Analytics & Reporting • Data-Driven Program Optimization

PROFESSIONAL EXPERIENCE

Payscale | 2021 – October 2026

Team Lead, Customer Education (2024–2026)

Senior Product Training Manager (2023–2024)

Product Training Manager (2021–2023)

Senior Customer Support Associate (2021)

- Led a customer education team delivering live product training webinars, one-on-one customer training, and video training resources, maintaining consistently high customer satisfaction (CSAT) scores.
- Led the development and expansion of the customer education webinar program, increasing annual offerings by over 400% and live attendance by approximately 400%, with consistent year-over-year analytics showing 2–3× higher product engagement among attendees compared with non-attendees.
- Conceptualized and led annual Live Certification Week programs, expanding instructor-led certification offerings by 50% and driving increases of 204% and 113% in monthly certification completions in 2024 and 2025, respectively.
- Drove a 51% week-over-week increase in Academy student activity during the 2025 Certification Week, which coincided with the year's highest certification month.
- Developed standard operating procedures (SOPs) and documentation for multiple training offerings to support consistent program execution.
- Collaborated on defining customer education KPIs and performance measurement strategies, leveraging Salesforce reporting and other program analytics to evaluate effectiveness, identify trends, and present actionable insights supporting continuous improvement.
- Created all video scripts for the Compensation Fundamentals Certification program.
- Developed customer-facing product video resources for the Academy program, contributing to 155 videos through scriptwriting, narration, production, or end-to-end creation.

- Planned and executed paid workshops for Payscale's annual Compference thought leadership event, sourcing speakers, conceptualizing and developing topics, coaching presenters on public speaking and delivery, and providing design-focused feedback on content and deliverables to strengthen customer engagement.

Ascentis (a UKG Company) | 2016–2021

Team Lead, Professional Services (2020–2021)

Professional Services Consultant (2016–2020)

- Selected to lead a newly established, revenue-generating Professional Services team, designing operational workflows for project intake, scoping, pricing, resource allocation, and delivery of specialized HCM solutions including Benefits, Performance Management, Compensation Planning, Employee Self-Service and Time Keeping products.
- Managed client engagements from initial consultation through project delivery, coordinating cross-functional resources to meet customer requirements.
- Previously managed HCM software implementations, including solution design, system configuration, testing, and client training.

Salary.com (formerly IBM) | 2013–2016

Professional Services Product Support Specialist

- Provided dedicated product support and consultation for a portfolio of approximately 200 customer accounts utilizing compensation management software.
- Delivered personalized one-on-one product training, technical troubleshooting, and guidance on complex compensation processes and software functionality.
- Executed customer data imports and supported data management activities to ensure accurate and effective use of compensation solutions.
- Served as a trusted product resource, helping customers navigate technical challenges, optimize software utilization, and apply compensation management best practices.

National Grid | 2012–2013

Human Resources Business Partner (Contract)

Boston Scientific | 2010–2012

Talent Acquisition Coordinator

Raytheon | 2009–2010

Human Resources Specialist (Contract)

IDC Research, Inc. | 2007–2008

Education & HR Coordinator

TECHNICAL SKILLS

- **Learning & Virtual Training:** Skilljar, Articulate, Camtasia, Vimeo, Zoom, Goldcast, GoToWebinar, Microsoft Teams
- **CRM, Analytics & Customer Success:** Salesforce (Reporting), Tableau (Embedded Analytics), Gainsight & Pendo (Working Familiarity)
- **Project Management & Productivity:** Asana, Confluence, SharePoint, Slack, Highspot, Seismic, Excel, PowerPoint, Word, Outlook, Publisher
- **HCM & Compensation Technology:** Payfactors, MarketPay, CompAnalyst, Ascentis, Oracle, PeopleSoft, SAP, Taleo

EDUCATION

- **Master of Business Administration (MBA)**, Human Resources Management | *Walden University*
- **Bachelor of General Studies (BGS)**, Human Services | *University of Connecticut*
- **Associate of Science (AS)**, Liberal Arts & Sciences | *Three Rivers Community College*