

Daniel Whitfield

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Ayo Balogun

Head of Customer Success

Bramble Learning

Manchester, United Kingdom

Dear Ayo Balogun,

I'm applying for the Customer Success Manager role, and I'll be straight about the obvious thing: I have spent ten years in a school, not at a software company. What I have actually been doing for the last three of them is running a software rollout — which is the job you are hiring for, at a smaller scale and with a harder audience.

I rolled out a new learning platform to 60 staff and 900 students. Weekly active use reached 84% within one term against a 50% target, and it got there because I built the onboarding program and wrote 20 short guides that cut first-line support requests by roughly two thirds in six weeks. When the renewal came round I ran it: I collected staff feedback, turned it into a prioritised list for the vendor, and three of the five requests shipped that year.

Bramble sells into schools, so for three years I have been your customer. I know what a September rollout does to a department, why the training that gets booked into an inset day never sticks, and which objection a head of department raises first. Before this I managed a team of seven, which covers the hiring, the one-to-ones and the difficult conversations.

I'd welcome a conversation about what your first ninety days in the role actually look like. My resume is attached.

Kind regards,

Daniel Whitfield