

Client Name

Qualifications Profile

Versatile and service-focused professional with demonstrated success in preparing correspondences and fulfilling customer needs to ensure customer satisfaction in fast paced and demanding environments. Capable of creating new market strategies with the goal of generating new opportunities for sales team, while aligning with business goals and objectives. Recognized for providing efficacious solutions to solve problems, expedite corrections, and follow up on queries to ensure resolution. Ability to create content for multi-channel marketing programs, including eCommerce optimization and social media campaigns. Instrumental in overseeing escalated situations by providing top-notch client service to ensure client retention. Possess excellent communication, interpersonal, negotiation, problem solving, time-management, leadership, relationship building, and analytical skills.

Areas of Expertise

- ◆ Project Management
- ◆ Customer Service
- ◆ Data Analytics
- ◆ Dashboard Creation
- ◆ UX Design
- ◆ Operational Processes
- ◆ Strategic Planning
- ◆ Retail / Email Marketing
- ◆ Relationship Building

Professional Experience

B&H Photo Video Pro Audio, New York, NY Customer Community Supervisor

2017 – Present

Streamline SEO and maximize user experience through development and coordination of new Ratings' and Reviews' design / functionality. Assist in launching B&H Community Sweepstakes, resulting in increasing 85% opt-in rate and 75% in review volume since launch. Oversee customer community team and lead other customer-facing teams to deliver support and training according to requirement. Review all UGC correspondence, including emails, review, and question submission forms along with making necessary revisions to reduce friction and improve UX.

- Enhanced community engagement and make strategic recommendations for future projects by creating User-Generated Content (UGC) reporting databases and analyze data.
- Increased customer interactions and marketability of products / services by examining B&H's site for areas requiring improvement.
- Created data-driven dashboards for CGC, helping in determining trends in data and making changes to strategy.

Freelance Content Writer

2015 – 2017

Communicated with buyers, manufacturers, and representatives to obtain product information.

- Created original and innovative content for surveillance / home automation products to drive brand awareness.

Cedar Market, Teaneck, NJ Floor Manager

2014 – 2015

Delivered top-notch customer service and guaranteed seamless store operations, while complying with company standards. Organized and aided all aspects of online orders and deliveries to meet scope.

- Built ordering process and handled 150+ orders per week, while simultaneous managing cashiers / front of store and providing first-class customer service.

Additional Experience

Buyer at Pomegranate Supermarket, Brooklyn, NY

Education

Master of Science in Marketing | Yeshiva University, Sy Syms School of Business, New York, NY

Bachelor of Science in Management (Cum Laude) | Yeshiva University, Sy Syms School of Business, New York, NY