

Rae Avila

Denver, CO | (440) 476-5513 | Rae3avila@gmail.com

EDUCATION

Ohio University <i>Bachelor of Science in Communications Minor in Marketing</i>	Athens, OH 2016
Institute for Integrative Nutrition <i>Integrative Nutrition Health Coach</i>	2019

PROFESSIONAL EXPERIENCE

Vitality <i>Social Media Marketing Specialist + Strategist</i>	Denver, CO 2022
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- Managed an audience of over 1.7M across multiple platforms for a \$36M topline revenue company, fostering an engaging environment with compassionate and efficient customer care, resulting in enhanced brand awareness and increased customer engagement, contributing to a surge in sales and site traffic.
- Orchestrated member-focused communication strategies at scale, ensuring brand consistency across all channels, reinforcing brand identity, and improving customer retention.
- Devised and implemented a comprehensive social media calendar, harmonizing product education, brand promotion, and community interaction efforts, leading to more vibrant and meaningful conversations with our community.
- Facilitated seamless project management across organic and paid social campaigns, leveraging Monday.com to align various departmental activities, troubleshoot user experience issues, and ensure prompt resolution for two e-commerce brands, balancing efficiency with a high-quality customer experience.
- Improved the company's search engine optimization by crafting engaging and consistent marketing content for various channels, including email newsletters, blog posts, social media posts, and ads, utilizing brand-aligned voice and tone, with some posts reaching hundreds of thousands of our followers.
- Served in a multifaceted role supporting various departments including marketing, production, customer service, and operations, collaborating with executive-level teams, managers, and creatives to actualize brand initiatives.
- Leveraged data analytics to strategically contribute to content production and distribution across social media while optimizing campaign strategies. Utilized metrics to measure the success of campaigns, projects, contests, and more, preparing weekly reports to present to executives and implement necessary course corrections.
- Spearheaded the development of a strategic editorial calendar, demonstrating detail-oriented skills essential for effective content production, maintaining comprehensive files, and managing project deadlines.
- Fostered customer satisfaction and retention by providing superior service and resolving challenging customer service situations with a compassionate and consultative approach.
- Contributed to the company's bottom line by ensuring seamless customer access during site launches, weekends and holidays demonstrating problem-solving skills and a high sense of urgency.

Balance Athletica & Toluca Swim <i>Social Media Community Specialist</i>	Denver, CO 2020-2021
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- Owned all social media communications and led online community growth and engagement initiatives, professionally managing highly personalized customer interactions across diverse platforms, proactively addressing customer concerns and reducing potential issues.
- Choreographed marketing content calendar for all social channels with a focus on product education and interactive engagement, delivering informative content and best-in-class customer experience.
- Identified and built relationships with key influencers and athletes, managing direct outreach and assisted in onboarding new brand affiliates, contributing to brand recognition and new user acquisition.
- Managed Chief of Design and CEO's personal direct messages, story posts, and engagement, exemplifying professionalism, attentive communication skills catering to 800K+ followers thus demonstrating my ability to prioritize security for all personal data, managing ambiguity and adapting to change.
- Contributed significantly to the development and analysis of new campaign initiatives and led project organization, assisting the Customer Service manager's operations to understand users' pain points, craft effective messaging, and enhance user experiences leading to improved customer satisfaction.

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Balance Athletica & Toluca Swim

Customer Service Specialist

Denver, CO

2019-2020

- Championed high-quality customer service, managed high-volume inquiries, and promptly resolved issues, utilizing critical thinking skills and professional judgement to interpret policies, and implement initiatives for improved customer experiences, leading to increased satisfaction, loyalty, and revenue growth.
- Streamlined operations by proficiently processing customer orders, requests, and returns, collaborated with the Operations manager to prevent backorders and maintain operational flow, and coordinated various customer-related tasks including managing chargebacks, shipping claims, and address changes for timely resolution, underscoring the capability to address customer concerns politely and efficiently.
- Applied in-depth product knowledge to diagnose and educate customers accurately, thus strengthening customer satisfaction and ability to stay up-to-date on new product features and improvements at Balance Athletica.
- Exhibited proficiency in numerous CRM platforms like Gorgias, Shopify, ShipHero, NetSuite, Klaviyo, Loyalty Lion, Yotpo, Loop, Global-E, Slack, and Google products for adept customer management and prompt issue resolution, covering functions such as live chat, email support, SMS, product reviews, returns, and international shipments.
- Demonstrated proactiveness in researching strategies to improve customer experiences and team efficiencies, led the creation of a comprehensive Customer Service Policy Handbook, managed various customer service tasks, established training procedures for new hires, and tracked shipping claims, demonstrating strong project management skills.

Hyland Software

Executive Administrative Assistant

Cleveland, OH

2016-2019

- Provided critical support and essential office tasks to high-level executives and all employees at a \$500M top-line revenue software solutions company, highlighting the ability to organize and manage time in a high-volume setting.
- Managed all incoming calls and correspondence for Hyland Software, providing prompt assistance and ensuring prompt and thoughtful customer service and delivering high levels of customer satisfaction.
- Served as the primary liaison for vendors, visitors, and service providers, showcasing excellent stakeholder management skills and the ability to build and maintain strong relationships.
- Maintained strict confidentiality of client and account information, demonstrating an understanding of sensitive data and the importance of trust.
- Collaborated closely with recruitment and Human Resources departments to facilitate efficient interview scheduling and onboarding processes, emphasizing strong teamwork and people management skills.
- Utilized content management software and corporate resources to enhance efficiency and productivity, signifying technical proficiency in Salesforce, beneficial for managing customer service platforms and databases.
- Coordinated logistics for internal and external meetings, appointments, office arrangements, and travel for all employees, clients, visitors, and service providers, showcasing ability to troubleshoot scheduling issues and maintain effective communication.