

Seana L Williams-Rogers

Customer Service Expert | Educator |
Entrepreneur | Business Coach |
Orator | Writer



ABOUT ME

I am deeply appreciative of your interest in getting to know Seana Williams-Rogers better. Throughout my journey, I have honed a diverse array of skills and amassed valuable experiences that I am eager to bring to your institution's benefit. My career commenced in the realm of business as a Customer Care Provider, a role that provided invaluable insights into customer service and satisfaction. Over nearly five years, I dedicated myself to understanding and fulfilling customer needs. Subsequently, upon obtaining my first degree, I ascended to various managerial positions, enhancing my understanding of organizational requirements. With over fifteen years of corporate tenure, specializing in stakeholder management, I have cultivated diverse teams, contributing to enhanced profitability. Notably, my proficiency in customer service garnered recognition, exemplified by generating three million in revenue within a three-month timeframe. Leveraging this extensive background, I seamlessly transitioned into the role of a Master Facilitator of Business Studies. This journey facilitated the development of my proprietary customer service model, SMILE, and my passion for training teams to tackle contemporary customer service challenges. My cumulative experiences have positioned me as an adept business professional trainer, adept at problem-solving and team development. Looking forward, I am enthusiastic about the prospect of extending my expertise to boardroom leadership, fostering sound decision-making, and perpetuating the legacy of exceptional customer service and care within institutions.

EDUCATION

Western Illinois University, Illinois

2023 - 2024 | Master of Science, College Student Personnel
2023 - 2026 | Doctor in Education, Educational Leadership

University of the West Indies, Barbados

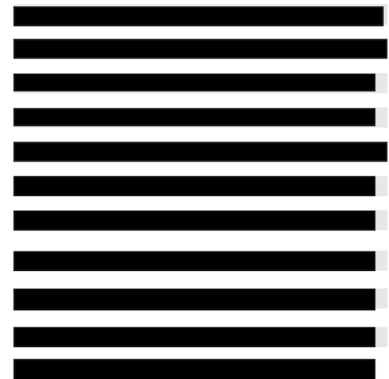
2018 - 2019 | Post Graduate Diploma in Education with Distinction

University of the Virgin Islands, St. Thomas USVI

1992 - 1996 | Bachelor of Arts, Business Administration, Marketing and Management, Magna Cum Laude
1994 - 1996 | Associate of Arts, Data Processing and Business Management

EXPERTISE


Customer Service Training
SMILE Customer Model
Business Coaching
Marketing
Public Relations
Education
Oration
Writing
Software Technology
Corporate Governance
Team Management





TECHNOLOGY SKILLS

MS Office Suite Word, Excel, Power Point, Money & Picture Editor,
QuickBooks Lotus 123, Prezi, Linux, Adobe Acrobat Reader, Canva,
Blackboard, Moodle, Google Classroom and Canvas

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- 2010 - PRESENT** **CLARENCE FITZROY BRYANT COLLEGE** **SENIOR LECTURER**
- Facilitate courses of study to prepare students for CAPE testing and subsequent associate degree
 - Lecture Subject areas – Management of Business, Information Technology, English Communications, Business Communications Fundamentals of Marketing and Public Speaking
 - Prepare and execute class time lectures and tutorial sessions, provide students with advice on study opportunities, keep class administration records on attendance and grades
 - Volunteer lecturer at Her Majesty's Prison for the prison's outreach program
 - Achieved a 100% student pass rate for 2011-2015 regional standardized Advanced Placement Examinations
 - Performed Acting Dean duties for the Deans of TVEMS and ASGS
 - Co-chair for the Graduation Committee from 2019 – 2022
 - Faculty Representative to the CFBC Board of Governors from 2020-2023.
- 2014-2015** **SUGAR INDUSTRY DIVERSIFICATION FOUNDATION** **BUSINESS MANAGER/COACH**
- Provided support to 4 incubators to launch their enterprises
 - Devised plans for customer care, operations, accounting, marketing and sales and discussed upcoming plans with proper SWOT analyses for each
 - Presented the SIDF with monthly reports of entrepreneurs' progress in their business
 - Successfully launched all 4 incubators and each reported excellent sales growth for the first year with one business reporting over \$500,000.00 in sales
- 2010** **YOUTH EMPOWERMENT THROUGH SKILLS (YES) PROGRAM** **FACILITATOR/INSTRUCTOR**
- Tutored Customer Service in Entrepreneurship Courses
 - Organized and planned student curriculum and implemented teaching plan using theoretical and practical experiences
- 2008-2009** **EQUITY FIRST FINANCIAL** **SALES AND MARKETING ACCOUNT MANAGER**
- Trained new employees on sales and negotiation techniques to have new staff ready for service within two weeks
 - Assisted in the development of client service systems through direct marketing to improve market share
 - Developed internet marketing strategies through instruments such as customer service surveys and making marketing decisions based on statistics derived from those results
 - Created and pursued strong sales leads leading to increased revenue of 20%
 - Focused on improving customer service skills via improved sales and collection techniques using introduction, bridging, conversation and negotiation
 - Concentrated focus on customer service strategies and training to build solid B2C and B2B relationships.
- 2006-2008** **CABLE & WIRELESS** **MARKETING AND PUBLIC RELATIONS MANAGER**
- Trained customer service staff on company policies, procedures for customer satisfaction and company growth
 - Managed the company's annual marketing, public relations and sponsorship budgets
 - Managed a marketing and promotions personnel team of three and maintained a "team-player" spirit and was fully engaged in all company sales and marketing activities. Served as acting Vice President of Marketing and Corporate Affairs in the VP's absence.
 - Organized company sales events and direct marketing programs from concept to evaluation
 - Disseminated all marketing information to the internal and external markets
 - Developed the company's marketing research initiatives, strategic marketing and public relations plans.
 - Co-hosted company's telecommunications educational television show, "Telecoms Talk" and represented firm at all company presentations and speaking engagements
- 2002-2006** **SKNA* NATIONAL BANK** **MARKETING, PUBLIC RELATIONS & EBANKING SERVICES MANAGER**
***St.Kitts~Nevis~Anguilla**
- Designed the bank's Marketing and Business Development Unit and curated the operations of that unit - then established a creative team from external sources and improved the company's marketing effectiveness
 - Facilitated the customer care training of staff to ensure superior customer service and satisfaction
 - Promoted all of Bank's products and services including its suite of debit and credit cards and wealth management products
 - Organized a targeted quarterly promotion which increased account deposits by a record breaking \$3 million
 - Monitored financial market trends and determined company's proactive approach to those trends
 - Exceeded company sales goals by achieving a threefold increase in Future Planner (children) accounts through a quarterly advertising campaign (from 152 accounts to 456 accounts)
 - Spearheaded initiative to amend accounts, which resulted in a 16% increase in the account deposits over the 2004-2005 financial year
 - Pioneered the Bank's own newspaper column and radio programme which resulted in worldwide media coverage
 - Represented the bank at all media events including television and radio appearances
 - Designed all the bank's external marketing tools (e-letters, brochures, calendars, press releases, and print and media advertisements)
 - Proactively engaged customers in all of bank's activities and promotions by investigating and troubleshooting customer concerns and inquiries and providing solutions to ensure client retention and growth

CONSULTATION OPPORTUNITIES

- Co-chaired consultancy and presented on The Secret Sauce of Sales for 4 rounds of the Women's Empowerment Entrepreneurship Financial Inclusion Program from 2022-2023.
- Lead consultant for a capacity building project for customer service enhancement within Her Majesty's Prison personnel for the Prison Farmer's Market initiative in 2018.
- Acted as Co-Consultant in facilitating small business customer service training for male entrepreneurs in the Youth Skills UNESCO-funded project, utilizing the SMILE model, in June 2017.
- Consulted and conducted four sessions on "The Secret Sauce of Sales" as part of Entrepreneurship Week in November 2017.
- Provided consultancy services within the Citizen by Investment SEED program, overseeing the launch of four small business incubators and coaching them in customer service, business accounting, and scaling strategies in 2014.
- Consulted and facilitated customer service skills development sessions for micro-businesses in cosmetology services as part of the National Youth Empowerment through Skills program in 2013.
- Engaged as a Contracted Consultant to conduct a six-month series of focus groups in September 2005 to reassess the suite of products offered by the St. Kitts Nevis Anguilla National Bank and explore the need for new service offerings.

- Creator of “The SMILE” customer service Model© for Exceptional Customer Service care in 2017.
- Seminar Lead Trainer for ECubed Entrepreneurship training, “The Secret Sauce of Sales” on customer care in 2017.
- Featured in the University of the Virgin Islands’ Business Magazine in 2016.
- Volunteer Lecturer for Regional Examinations in the rehabilitation program at Her Majesty’s Prison from 2015- Present.
- Head of The Office and Administration and Information Technology Departments at the CFBC from September 2015 – July 2016.
- Marketing Officer at St. Kitts Trading and Development Company for 1 year marketing and customer care project from 2014-2015.
- Facilitator of Customer Service for two-week AGANAR Training Workshop in August 2010.
- Achieved an over 90% student pass rate for CAPE regional standardized Advanced Placement Examinations from 2012-Present.
- Consultant with CCPM Consulting Firm in the areas of Customer Care, Marketing, Public Relations, Business and Grant Proposal Writing, Business and Sociological Feasibility Studies 2010-2022.
- Co-Facilitator of OECS Business Management Enhancement Training Workshop Series in the area of Marketing for July 2010.
- Public Relations Officer of St. Kitts Dance Theatre 2010-2018.
- Customer Care Supervisor at Clear Harbor Call Center from Nov 2009 – Feb 2010.
- Volunteer with at risk youth to coach, enrich and inspire them to stay in school and continue with secondary and tertiary education. Programs include AGANAR, Youth END, and YES for 2009 – 2015.
- Board secretary to Agency and Brokerage Management Services Limited from 2007-2021.
- Authored Newspaper Column “Stirring Up the Pot” in Labor Spokesman Newspaper 2006-2007.
- Board member of Williams Enterprises Ltd from 1992 – 2013.
- Aerobics Instructor at a few Fitness Center Clubs from 1992-2012.
- Creator and administrator of “The Scholarship Bank” Facebook Group with a following of 7,500 members.