

# EMILY ESCORCIA M.S.

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Dear Hiring Manager,

I am a self-motivated and progress-driven Communication and Partnership Director with an extensive background in the field. I have developed and executed strategies that I believe will bring value to your mission. My unique combination of education, skills and work experience has allowed me to develop my strengths in project management, brand marketing and efficient B2C and B2B communication strategies. Because of my varied background, I am a resourceful and creative problem solver. I can always find multiple solutions to even the most complex problems.

During the height of the COVID turmoil, the Bat Club USA (BCU) CEO asked me to work creatively in finding solutions for customer retention by adding value to being a member of BCU, without any budget to work with on our end. By establishing close relationships with partner brands that shared similar target audience, I brought our brands together for shared projects, interviews or products that will add value for customers. At the end of 6 months, the list compiled a total of 42 brand partners that brought in an additional member value of \$900 per individual member subscription, at no additional cost to the business. This was for a customer account total of about 6000 members at that time.

Along with my experience as a Director of Partnerships, I established a fully automated system for BCU using both HubSpot and Zendesk CRM platforms. I managed quality control of information transfers when the company underwent website and e-commerce platform migrations for over 7000 accounts, from Shopify to Big Commerce. This project also included verifying that the transition to the new software did not affect the website design and customer experience. As new changes emerged in the company structure, I worked close with the CMO and web developers to make sure the customer experience was not interrupted but rather enhanced. I wrote and strategized for new UI buttons and created a helpdesk for members to access through the website with FAQ. With these efforts, we were able to raise overall customer satisfaction scored from 76% to over 90%, maintaining that score consistently until my promotion. Fluency in both Spanish and English enable me to conduct proper feedback loops with the large population of Hispanic clients the business had, which led to the decision to include more inclusive marketing and writing strategies.

Prior to my work at BCU, I had an ongoing relationship with WEA Electrical Contractors. WEA is a local small business in the heart of Miami, as many small businesses do not have an avid marketing presence, neither did they. We created a marketing plan for the company; from logo, company uniforms and van decals to establishing social media pages for the company. This project was completed within 6 months and is currently still standing as company branding. I reached out to them for a website update and will be completing this project as a freelancer by end of 2022.

Due to the ongoing pandemic, my previous employer was forced to lay off many employees. While this period was unplanned and unexpected, I put the time to good use through training and freelancing. My previous employer even extended a letter of recommendation for my next position. I've attached my resume with additional details of my work experience and qualifications. If you have any questions, please feel free to contact me. I am looking forward to hearing from you.

Sincerely,

Emily Escorcía

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| [emmythewriter.com](http://emmythewriter.com) | [linkedin.com/in/emily718](https://www.linkedin.com/in/emily718) |

## PROFESSIONAL SUMMARY:

- Bilingual business management professional with excellent problem-solving and communication skills.
- 6 years of relevant marketing, content strategy, and B2C/B2B experience.
- 11 years of relevant team management, project management and strategically planning experience.
- Proficient in ZenDesk, HubSpot, Slack, Shopify, BigCommerce, Asana, Kronos, Oracle, QuickBooks, Microsoft Office, G-Suite, and social media platforms such as Facebook, Instagram, Twitter, TikTok, YouTube, Spotify, etc.

## WORK EXPERIENCE:

### **Content & Communication Strategist** - Freelance

August 2016-Current

Reference - (Colleague) Kristine Ramirez [kristinedidit@gmail.com](mailto:kristinedidit@gmail.com) 786-288-9469

- Assist brands in content and communication management from small business customer service training to full branding and social media management.
- Planned weekly content schedules and organized bi-monthly interviews with respected community members & experts in the field of entertainment, sports, politics, health and more.
- Wrote content ranging from 10-5000 words in various formats like creative storytelling, product marketing, product knowledge, social media captions, brand voice informational, SEO friendly articles and blogs, research documents, tooltips, UI buttons, etc.
- Recorded podcast episodes with post-production editing and ran marketing strategies for each episode on a weekly basis.
- Wrote SEO-friendly blog articles and descriptions for each podcast episode to be showcased on the company website and bi-monthly newsletters.
- Edited audio files weekly for podcast episodes to guarantee quality output and brand representation.
- Outlined and strategized creative content generation on a peer-reviewed schedule for consistent brand voice and timing.
- Directed marketing teams on a 30-day rotation of content for each brand, client, or partner including a detailed schedule that outlined content drafting, interviews, production dates, and need for final editing.

### **Director of Strategic Partnerships** - Bat Club USA

November 2018 - September 2021

Reference - (CEO & Direct Supervisor) Erik Rico [erik@batclubusa.com](mailto:erik@batclubusa.com) 786-390-2533

- Established relationships with 42 brand partners that brought in an additional member value of \$900 per individual member subscription, at no additional cost to the business. This was for a customer account total of about 6000 members.
- Voice of the customer for campaigns and website updates by reviewing changes to the customer experience process and holding departments accountable for disruptions in workflow
- Supervised a team of 4 customer service agents remotely, trained each in company standards of service, and established said standards for consistency within each interaction.
- Served as the company trainer for external communications with customers and brands and created a company acronym for service training company wide.
- Served as in-house HubSpot, ZenDesk and automation expert for technical or service-related errors in CRM
- Introduced and implemented a new CRM program, ZenDesk, for the company to streamline customer communications. This raised customer service wait times from over 10 minutes to under 90 seconds.
- Responsible for the successful migration from HubSpot to ZenDesk, which were used to implement automatic workflows, SMS responses and a more efficient UX design for established customers.
- Raised BBB rating from a B- to A+ and customer review ratings within 6 months.

- Developed planning and strategy for social media, lifestyle content for the brand and partnership content on a weekly basis and 30-day rotation, this included relationships with professional content creators and athletes for consistent content generation and relevant storytelling.
- Managed social media presence on Instagram, Facebook, and YouTube while developing new campaigns to elevate the brand, increase our website traffic and customer satisfaction by minimum 50% (for each category) during my time with the company.
- Developed a larger social media presence by 30% minimum on each platform (Instagram, Facebook, and YouTube) by implementing lifestyle groups, partnership video content, and interactive social media campaigns.

**Office Administrator** WEA Electrical Contractors, Inc.  
Reference – Available Upon Request

January 2017-November 2018

- Managed internal and external communications for the company, reducing email turnaround from 4 days to 24 hours.
- Supported the CEO in organizing and budgeting for inspections, project walk-throughs, and supply orders.
- Organized employee schedules according to payroll budgets and project needs.
- Documented said hours per project location on a weekly basis. Sat in bid meetings for county projects, maintained documentation for yearly certifications, and worked as the right hand to CEO for any general office needs.

**Account Recruiter** - RightHIRE Staffing Solutions  
Reference – Available Upon Request

April 2016 - December 2016

- Interviewed, screened, placed, and maintained the schedule for over 100 positions.
- Established company social media pages and was responsible for all social media management including images, copywriting and client engagement.
- Created B2B marketing campaigns using social media, recruiting platforms, face-to-face meetings, and networking events for the company.
- Created marketing plans for advertising campaigns, new account acquisition and developed new-age recruitment strategies for applicants using social media platforms.
- Managed external communication for the company and assisted applicants in communication consultation for new positions.

**Multi-Unit Manager** - Skechers USA

October 2014 - April 2016

Reference- (District Manager & Direct Supervisor) Jennifer Rose [jenniferrose1051@gmail.com](mailto:jenniferrose1051@gmail.com) 727-656-9299

- Spearheaded a team of 48 associates and 12 assistant managers by building enthusiasm, adapting feedback, and implementing new and existing policy across all 3 stores.
- Actively monitored KPI of sales team, identified challenges, and created new solutions applying proven problem-solving techniques, resulting in increasing sales revenue by over 25% in each store in my fleet.
- Initially hired to bring the poorly performing boutique store back to good standing and was able to successfully bring sales up over 40% within a 6 month turn-around.
- Managed, scheduled, and trained a team of 48 employees across all stores. Ran operations for each store and oversaw a team of 10 assistant managers, adapting my management style as needed.
- Two of my stores became known for exceptional secret-shopper numbers, loss prevention numbers, and consistent customer service standards. All three stores were top sales performers.
- Became the district lead for training on company protocol for consistent quality service, marketing standards, and team development.

## **EDUCATION:**

Master of Science in Global Strategic Communications (M.S.)  
Bachelor of Arts in Organizational Communication (B.A.)  
Florida International University

May 2021  
June 2018

# Letter of Recommendation: Bat Club USA for Emily Escorcía

Miami, FL | erik@batclubusa

September 17, 2021

14241 sw 120<sup>th</sup> st STE 110  
Miami, FL 33186

It is my pleasure to recommend Emily Escorcía for the role of Communications Manager/Director. I worked with Emily for 3 years as her manager at Bat Club USA, where she used her excellent communication and leadership skills to deliver spectacular results in the roles of Communications Manager and Director of Partnerships. I am confident that Emily's exceptional skills, professional experience, and personal qualities will make her a powerful asset in your company/school.

As Communications Manager, Emily demonstrated her service management skills, her ability to problem-solve on a large scale and develop a quality communication standard for the company. Her implementation of the CSR system Zendesk was able to lift customer service ratings up to 90% as the company average. Moreover, once promoted to Director of Partnerships, Emily created a customer rewards program to raise retention and member satisfaction; This program includes 42 new partner companies that offer added benefit to members. Emily was also a key piece in creating our podcast episodes, and B2B cross-promotion.

Unfortunately, we no longer have the pleasure of working with Emily. Her loss is greatly felt, but she will undoubtedly continue to thrive and would be welcomed back if the opportunity arises.

Emily has my highest recommendation for this position. I have no doubt she will make a strong addition to your team. Please feel free to contact me if you have any questions regarding her candidacy or past work.

Sincerely,



Erik Rico