

# EMILY ESCORCIA M.S.

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## PROFESSIONAL SUMMARY:

- Bilingual business management professional with excellent problem-solving and communication skills.
- 7 years of relevant marketing, communication strategy, and B2C/B2B experience.
- 11 years of relevant team management, project management and strategically planning experience.
- Proficient in experience management, business management and web building platforms such as SalesForce, PowerBI, Looker, ZenDesk, HubSpot, Compro, GoDaddy, Wix, WordPress, Square Online, SquareSpace, Slack, Shopify, BigCommerce, Asana, Hootsuite, Kronos, Oracle, QuickBooks, Microsoft Office, G-Suite, etc.
- Experience with social media platforms such as Facebook, Instagram, Twitter, TikTok, YouTube, Spotify, etc. Additionally, an incredibly fast learner for any software.

## WORK EXPERIENCE:

**Account Manager (Americas)** - Kaleyra

September 2022-Current

- **Strategic Portfolio Management:** Lead a set of 20+ accounts ensuring high satisfaction, profitability, and growth. Consistently on the lookout for revenue opportunities and deliver greater value to our clients.
- **Manage Client Relationships:** Manage the day to day needs and questions that arose from our clients, deliver reports, and nurture weekly conversations to ensure we stay relevant by cultivating and maintaining proactive and strong relationships with clients.
- **Communicate with clients** to review existing programs and open projects, provide campaign updates, and discuss any recommendations, opportunities or new projects.
- **Contract and Procurement Management:** Proactively manage pricing negotiations and contract renewals.
- **Create and submit order forms, review and approve invoices, resolve any invoice or billing issues, and submit/approve credit memos.**
- **Create Materials and Presentations:** Craft clear and concise e-mail communications, create presentations containing key data, historical findings, and relevant research on a regular basis.
- **Introduce clients to new features/capabilities.** Coordinate platform training/education for clients to update them on new features in the platform and ensure all key contacts are aware of all features available to them. Provide recommendations on how to integrate mobile marketing into current and future digital initiatives.
- **Behave as an extension of the client team;** build and maintain strong relationships with key contacts; having regular checkpoints to understand client standing.

**Communication Strategist & Manager** - Freelance

December 2021-Current

- **Built company websites and social media pages** for small businesses with little to no media presence using website builders such as GoDaddy, WordPress, SquareSpace, and many more.
- **Wrote SEO-friendly blog articles and descriptions** to be showcased on the company websites and newsletters.
- **Outlined and strategized creative content generation** for website building and social media for consistent brand voice and timing using programs such as Asana, Hootsuite, StayBooked, etc.
- **Assist brands in content and communication management** from small business customer service training to full branding and social media management. My main clients during this time were Reach Design Company, Gorilla City Meats and WEA Electrical Contractors in Miami Florida, along with small social media creators on content strategy.
- **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 every episode.

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

November 2018 - September 2021

- 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.

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

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.

## **EDUCATION:**

- Master of Science in Global Strategic Communications (M.S.) May 2021
- Bachelor of Arts in Organizational Communication (B.A.) June 2018  
Florida International University