

EMILY ESCORCIA M.S.

| 305-299-2309 | Emilycarmen718@gmail.com |
| www.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.
- 7 years of relevant communication and relationship management, B2C and B2B experience.
- 10+ years of relevant team management, project management and strategic planning experience.
- Proficient in customer experience management using technical platforms such as Salesforce, ZenDesk, HubSpot, WordPress, SquareSpace, Slack, Shopify, Asana, Hootsuite, Kronos, Oracle, QuickBooks, Microsoft Office, G-Suite, etc.
- Extensive experience managing social media platforms such as Facebook, Instagram, Twitter, TikTok, YouTube, Spotify, etc. Additionally, an incredibly fast learner for all 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 delivering greater value to our clients.
- Managed client relationships including the day to day needs and de-escalating client concerns, deliver reports, and nurture routine conversations. Maintaining proactive and strong relationships with clients.
- Communicated with clients to review existing programs and open projects, provide campaign updates, and discuss any recommendations, opportunities, or new projects.
- Created relevant SMS and E-mail campaigns for client accounts to send to customers.
- Contract and procurement management, proactively managed pricing negotiations and contract renewals. Effectively delivered proposals and ran client meetings.
- Created and submitted order forms, reviewed, and approved invoices, resolved any invoice or billing issues, and submitted/approved credit memos.
- Crafted clear and concise communications, including presentations containing key data, historical findings, and relevant research on a regular basis.
- Introduced clients to new features/capabilities. Coordinated 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. Provided recommendations on how to integrate mobile marketing into current and future digital initiatives.
- Behaved as an extension of the client team; built and maintained 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 using platforms such as GoDaddy, WordPress, SquareSpace, and many more.
- Managed all client communications and implemented communication plans according to customer needs. Anything from customer service training to email templates, branding strategy and social media management.
- Wrote content in various formats for product marketing, product knowledge, social media captions, brand education, SEO friendly articles and blogs, newsletters, 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

- Built strong relationships with over 40 brands and key partners, establishing online events and customer deals that brought in an additional value of \$900 per individual subscription. This was for a total of 6000 active members, at no additional cost to the business.

- Trusted as the voice of the customer for campaigns and website updates. Reviewed changes to the customer experience process and held departments accountable for disruptions in workflow.
- Introduced and implemented a new CRM program and automation system for the company to streamline customer communications.
- Responsible for the successful migration to a new CRM platform, as well as implemented automatic workflows, SMS responses and a more efficient UX design for established customers.
- Served as the CX and CRM expert for technical and/or customer service workflow.
- Managed a team of customer service and billing agents remotely, trained each in company standards of service, and established policy & procedures for consistency within each customer interaction.
- Served as the Director of Communications and created protocol for communication standards company-wide, including vendor relations and social media practices.
- Built & executed virtual live streaming events and video campaigns to support partner acquisition, customer retention and brand education.
- 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 campaigns to elevate the brand, increasing our website traffic and customer satisfaction by a minimum of 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.
- Raised BBB rating from a B- to A+ and customer review ratings within 6 months.

Communication & Office Manager *WEA Electrical Contractors, Inc.*

Jan. 2017-Nov. 2018

- Managed internal and external communications for the company, including vendors, staff, customers, and shareholders.
- Managed a team of administrative personnel, trained each in company standards of service, and established policy & procedures for consistency within each interaction.
- Created protocol for communication and operations standards company-wide, including vendor relations and social media practices.
- Participated in bidding meetings for federal projects, maintained certifications, and managed all administrative needs. Supported the CEO with documentation and budgeting for inspections, project walk-throughs, and supply orders.

Account Recruiter - *RightHIRE Staffing Solutions*

April 2016 - December 2016

- Managed internal and external communications for the company, including vendors, staff, customers, and shareholders.
- 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.

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