

# Jasmine Brown

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## Profile

- Customer success manager with more than 10 years of experience in membership-based businesses. Expert at managing challenging customer cases, problem-solving resolutions, and providing continual customer support. Analyzes data from customer relationship management (CRM) systems to improve service quality and internal processes.

## Education

- Bachelor of Arts (B.A.), Marketing | UNIVERSITY OF MICHIGAN, Ann Arbor, MI | June 2013

## Certifications

- Certified Customer Success Manager (CCSM), SuccessCOACHING, 2018
- Salesforce Associate Certification, Trailhead, 2016

## Key Skills

- Conflict management
- Critical thinking
- Customer experience (CX)
- Organization
- Project management

## Professional Experience

### **CUSTOMER EXPERIENCE DIRECTOR | DIY MEMBERS CLUB, DETROIT, MI | MAY 2017 – PRESENT**

- Oversee customer support team of 12, providing training and coaching on complaint resolution techniques
- Analyze CRM data to improve customer service protocols, resulting in increasing customer star ratings from 4.3 to 4.8 stars within six months
- Drive positive brand messaging on social media platforms, by live chat, email, and phone
- Collaborate with customer experience and marketing teams to unify messaging and procedures to expedite complaint resolution

### **HEAD OF CUSTOMER SUCCESS | COSTLOW CLUB, DETROIT, MI | MARCH 2015 – APRIL 2017**

- Addressed and resolved all elevated customer service complaints, intercepting the most complex cases from customer support specialists
- Co-developed procedures to reduce complaint resolution time by 45%
- Contributed to a client retention master plan to secure multi-year subscribers, increasing sales by 12% during the first quarter of employment

### **CUSTOMER SUPPORT SPECIALIST | MAY DAY ENTERPRISES, DETROIT, MI | AUGUST 2013 – APRIL 2015**

- Responded to customer support requests by live chat, email, phone, and social media
- Managed return feedback to online reviews, both negative and positive
- Reported customer service complaints during regular key performance indicator (KPI) meetings
- Co-created a customer service script to guide new support specialists toward more productive complaint resolution, reducing response time by 25%