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MARISOL AGUIRRE

Customer Service Manager

Customer Service Manager with 8 years leading contact center teams across e-commerce and outdoor retail. Built coaching programs that lifted CSAT from the low 70s into the high 80s and rebuilt escalation paths after a product recall. Comfortable owning the floor, the forecast, and the budget conversation.

Location

Portland, OR

Phone

(503) 412-8867

Email

marisol.aguirre@example.com

Education

B.A. Communication, Portland State University, 2017

Zendesk Support Administrator Certification, 2022

Key Skills

- Contact center operations (chat, voice, email)
- Workforce management (NICE, Verint)
- Zendesk, Gladly, Salesforce Service Cloud
- QA scorecards and calibration
- Coaching and performance management
- Forecasting and capacity planning
- Vendor negotiation
- Escalation and crisis response
- Bilingual English/Spanish

Professional Experience

Customer Service Manager, Brightwave Outdoor Co., Portland, OR | 2021 to Present
2021 - Present

- Lead a team of 34 agents and 4 team leads across chat, voice, and email for a DTC brand doing roughly \$62M in annual sales.
- Rebuilt the QA scorecard with the training team, raising CSAT from 74 to 89 in 11 months and cutting repeat contacts by about a third.
- Negotiated a new WFM tool contract that came in \$48,000 under the prior vendor while adding real-time adherence reporting.
- Ran post-mortems after a tent recall that drove a 4x volume spike, kept service level above 80/30, and held attrition flat through Q4.
- Partner weekly with returns, fulfillment, and product to push fixes upstream; killed three recurring ticket drivers last fiscal year.

Assistant Customer Service Manager, Brightwave Outdoor Co., Portland, OR | 2019 to 2021
2019 - 2021

- Supervised the chat queue of 12 agents during holiday peak and held average handle time under 6 minutes against a 7-minute target.
- Wrote the new-hire ramp playbook still in use today; time to first solo shift dropped from 6 weeks to 4.
- Ran weekly 1:1s and calibration sessions with QA, lifted team quality scores from 81 to 92 over four quarters.
- Owned the agent schedule across two time zones and trimmed overtime spend by about 18% year over year.

Customer Support Lead, Tidewater Apparel, Eugene, OR | 2017 to 2019
2017 - 2019

- Coached a pod of 8 agents handling returns and sizing questions for a \$14M apparel brand.
- Built a Zendesk macro library that cut average response time from 14 hours to 6.
- Ran the after-hours escalation rotation and reduced supervisor callbacks by roughly 40%.