Abigail Jacobs

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# OBJECTIVE­­

Driven and hardworking professional with a proven track record of increasing customer satisfaction levels. Looking to leverage my problem-solving skills and build upon my 3+ years of customer service experience by transitioning into the digital marketing space.

# PROFESSIONAL SKILLS

#### Problem Solving

* Developed creative solutions for unsatisfied customers at Platinum Auto Insurance and Accelerate Call Center
* Lead brainstorming sessions with team members to improve customer satisfaction metrics

#### Communication

* 3+ years of experience in customer services roles, frequently communicating with customers both on the phone and over email
* Completed a B.A. in Communications and was an active member of the Public Speaking Club while in college

#### Organization

* Used Excel to organize and track customer service metrics, and compiled these metrics into weekly reports for management

# TECHNICAL SKILLS

Microsoft Word WordPress

Excel Google Analytics

Google Suite Google Search Console

Zendesk

# WORK EXPERIENCE

#### Senior Customer Service Advisor

##### *Platinum Auto Insurance | Sept 2019 - Present*

* Resolved over 100 customer complaints per week, communicating with customers via phone and email
* Tracked KPIs for each ticket and delivered weekly customer satisfaction reports for management, consistently exceeding target satisfaction ratings by 5-10%
* Collaborated with team members to identify creative solutions for customers

#### Customer Service Representative

##### *Accelerate Call Center | Jul 2018 - Sept 2019*

* Responded to 50+ calls per day, answering questions from customers and redirecting to other departments as needed
* Demonstrated written communication skills by revamping customer service phone scripts, resulting in a 20% increase in customer satisfaction ratings

# EDUCATION

#### Bachelor of Arts in Communication

##### *University of Pennsylvania | Jun 2018*

* 3.75 GPA
* Completed courses in advertising and social media

#### Digital Marketing Certificate

##### *Wharton Online | Mar 2022*

* Completed a six-week program from The Wharton School
* Learned about topics such as marketing analytics, customer relationships, social media, and e-commerce marketing

# PERSONAL PROJECTS

#### Marketing Assistant for Public Speaking Club

##### *2017 - 2018*

* As a member of the Public Speaking Club at University of Pennsylvania, assisted the club with creating a monthly newsletter
* Managed social media accounts for the club, consistently posting content and engaging with followers

#### Marketing Consultant

##### *2020 - Present*

* Assisted a friend with the creation and management of photography business website
* Used Google Analytics and Google Search Console to measure the performance of website content