

EMILY ESCORCIA M.S.

305-299-2309 | Emilycarmen718@gmail.com
emmythewriter.com | linkedin.com/in/emily718

PROFESSIONAL SUMMARY

- Bilingual (English/Spanish) Customer Success Manager with a proven track record of resolving complex client issues, driving client retention and operational efficiency across B2B/B2C environments.
- Led customer experience management initiatives over a 10+ year career, including team and project management to enhance customer loyalty and operational efficiency
- Expert proficiency in core CS platforms (Salesforce, HubSpot, ServiceNow, SalesLoft), leveraging data analysis to mitigate churn risk and drive strategic decision-making. This includes Microsoft Office, Google Suite, and more.

EDUCATION

Master of Science in Global Strategic Communications (M.S.)

May 2021

Bachelor of Arts in Organizational Communication (B.A.)

June 2018

WORK EXPERIENCE

Strategic Account Manager – Tata Communications

September 2022 - November 2025

- Managed a \$15M+ portfolio of 20+ strategic accounts, serving as the primary contact for end-to-end program delivery, consistently focusing on high satisfaction, profitability, and growth.
- Drove data-driven account strategies by tracking customer health metrics and proactively identifying at-risk accounts, mitigating churn risk and fostering strong client/partner relationships.
- Spearheaded contract and procurement management, leading all pricing negotiations and timely contract renewals for the portfolio.
- Oversaw operational and project pipelines, managing tasks including order submission, invoice approval, and billing issue resolution.
- Leveraged technical expertise in CPaaS, RCS, SMS, and Video solutions (API/platform interfaces) to present new digital initiatives and coordinate client platform training, successfully driving adoption and securing expansion opportunities across the portfolio.

Communications Consultant - Freelance

December 2021 - September 2022

- Designed and launched professional websites and social media profiles for local businesses, establishing foundational digital presence.
- Streamlined client operations by implementing CRM and marketing automation systems, improving communication efficiency.
- Developed brand strategy and creative content generation initiatives, enhancing client market positioning and engagement.
- Optimized customer success practices, resulting in a 48-hour reduction in email response time (from 72 hours), streamlined online ordering processes, and established comprehensive FAQ pages to improve customer satisfaction.
- Produced high-impact, SEO-optimized content (10-5000 words) across diverse formats—including technical articles, product marketing copy, blogs, and UI text—to drive engagement and clarify brand voice.

Director of Strategic Partnerships - Bat Club USA

November 2018 - September 2021

- Promoted from Communications Manager to Director of Strategic Partnerships based on performance and results.
- Forged strategic brand partnerships that successfully tripled membership value per subscription at no additional cost to the business.
- Spearheaded customer success initiatives, including the implementation of Zendesk CRM to streamline customer communications and enhance efficiency.
- Served as internal automation expert for key platforms, including HubSpot, Zendesk, and Shopify, driving cross-functional process improvements.
- Supervised and trained a remote team of customer service agents, establishing consistent service standards to guarantee brand consistency in every interaction.
- Implemented advanced communication workflows including IVR, voice automation, and SMS responses, optimizing the user experience (UX) flow.
- Directed comprehensive social media strategy (Instagram, Facebook, YouTube), managing content creation initiatives, a social media team and professional creator relationships to increase presence by 30%+ while simultaneously growing website traffic and customer satisfaction.
- Elevated brand reputation by raising the BBB rating from B- to A+ and increasing NPS by 40% within six months through proactive customer review management.

Office Administrator - WEA Electrical Contractors, Inc.

January 2017 - November 2018

- Cultivated client relationships and managed all internal and external communications, fostering customer satisfaction and contributing to overall business retention.
- Acted as a primary liaison between clients, the CEO, and project teams, ensuring clear communication channels that supported timely project delivery.
- Represented the company during county project bidding meetings, effectively communicating value propositions to secure new business contracts.
- Ensured continuous compliance by maintaining critical company certifications, which secured our status as a first-choice vendor for county projects.

Recruiter & Social Media Manager - RightHIRE Staffing Solutions

April 2016 - December 2016

- Managed end-to-end client engagement for over 100 placements, overseeing screening, onboarding, and ongoing scheduling needs.
- Launched the company's foundational social media presence (including images, copywriting, and engagement strategies), serving as the primary point of contact for external communication.
- Executed B2B marketing campaigns across social media, recruiting platforms, and networking events to drive new account acquisition and enhance client pipelines.
- Provided communication consultation and support to applicants, acting as a liaison to ensure high satisfaction and successful transitions into new positions.

Store Manager - Skechers and Guess?

June 2011 - February 2016

- Directed comprehensive store operations, managing scheduling, training, and development for a team of 50+ employees and 10 assistant managers across multiple locations.
- Achieved district leadership status for standardizing company-wide protocols across communications, customer success, marketing, and team development initiatives.
- Cultivated a culture of service excellence by training teams on new standards, directly impacting customer satisfaction scores and operational consistency throughout the district.