

# EMILY ESCORCIA M.S.

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## 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.