

# EMILY ESCORCIA

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## PROFESSIONAL SUMMARY

Bilingual Customer Success Manager with over 10 years of experience in resolving complex client issues and driving retention in B2B and B2C environments. Leverages expertise in CS platforms and data analysis, complemented by a proven history of managing strategic accounts, leading customer success initiatives, and implementing operational improvements that enhance customer loyalty and efficiency.

## EMPLOYMENT HISTORY

### **Strategic Account Manager** ***Tata Communications***

Sep 2022 - Nov 2025

- Acted as a Trusted Advisor for a portfolio of 20+ enterprise accounts, steering end-to-end program delivery and strategic alignment to drive long-term profitability, client retention, and account growth.
- Maintained a 90% Net Revenue Retention (NRR) rate across a \$15M+ portfolio by leveraging data-driven health metrics to identify at-risk accounts and execute proactive churn mitigation strategies.
- Developed and executed strategic success plans for key stakeholders, aligning product capabilities with client business goals to drive a 20% increase in feature adoption and cultivate long-term customer advocacy.
- Spearheaded contract and procurement management, leading all pricing negotiations and timely contract renewals for the portfolio.
- Coordinated renewal readiness with legal, finance, and delivery, aligning terms and deliverables to ensure smooth closures and sustained customer continuity.
- 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
- Generated \$2M+ in expansion revenue by identifying upsell opportunities during Quarterly Business Reviews (QBRs) and driving 20% higher product adoption through targeted client platform training.
- Prioritized escalations across delivery, support, and finance, restoring service stability and strengthening executive confidence.

### **Communications Consultant** ***Freelance***

Dec 2021 - Sep 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.
- Audited messaging across channels to eliminate redundancies, aligning voice and timing for clearer narratives and smoother stakeholder handoffs.

### **Director of Strategic Partnerships** ***Bat Club USA***

Nov 2018 - Sep 2021

- Promoted from Communications Manager to Director of Strategic Partnerships based on performance and results.
- Increased Customer Lifetime Value (LTV) by 300% through the development of strategic brand partnerships, while simultaneously reducing support overhead via Zendesk CRM implementation.
- Spearheaded Voice of the Customer 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.**

Jan 2017 - Nov 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**

Apr 2016 - Dec 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**  
**Guess?**

Jun 2011 - Feb 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.

**TECHNICAL SKILLS & TOOLS**

- Google Suite (Expert)
- ZenDesk (Expert)
- ServiceNow (Experienced)
- SalesLoft (Experienced)
- Salesforce (Experienced)
- HubSpot (Experienced)

**EDUCATION & CERTIFICATIONS**

MASTERS OF SCIENCE (MS) - 2021  
Global Strategic Communication, Florida International University

BACHELOR OF ARTS (BA) - 2018  
Organizational Communication, Florida International University

Intelligent Automation for Project Managers, Project Management Institute  
Project Management Foundations, Project Management Institute