

Emma Rayner

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Professional Summary

Energetic and optimistic customer experience representative who thrives in fast-paced startup environments. Keen to enable superior customer experiences and support growth and profit objectives for a growing brand. Will develop a successful customer experience team and support customer retention. Knowledgeable of major customer service software.

Experience

Yumi, LOS ANGELES, CA / MAY 2017 – APRIL 2020

Organic, freshly made baby food subscription service, recognizing the importance of nutrition in the first 1,000 days of life. Private Equity funded start-up.

Field Marketing Manager, SoCal / OCTOBER 2019 - APRIL 2020

Managed a team of 7 brand representatives to build relationships and conduct events with local business partners and affiliates

- Researched and outreached to target-appropriate local businesses to develop partnerships that would ensure access to new mothers
- Created, negotiated and coordinated presence at ~10 events per month and weekly farmers market. Executed all event logistics, developed booth material graphics and copy, managed and shipped all field marketing materials to ensure every team across the country was prepared to conduct planned events
- Worked with dev team to develop new systems to create efficiency among the field marketing team and trained new field marketing representatives on back software

Customer Experience Associate / MAY 2017 - APRIL 2020

Managed daily customer service responsibilities through email, phone, chat, text, and Facebook

- Built-out structure/operations of customer service function including CRM & call/text
- Developed initial, company-wide new hire manual, trained new representatives
- Reported feedback to inform customer experience, product, dev, operations and founders
- Managed relationships with carriers, tracked shipments to ensure superior customer service

Newsletter Manager / AUGUST 2017 – MARCH 2018

- Created copy, design and handled logistics for bi-weekly customer newsletter

Blue Apron, NEW YORK, NY / AUGUST 2016 - APRIL 2017

Fresh ingredient and recipe delivery service that helps chefs of all levels cook meals at home.

Customer Experience Associate

Managed ~100 daily customer inquiries through email, phone, text and chat

- Expert in product knowledge, including ever-changing menus and market items
 - Identified and reported problems to tech and marketing teams as needed
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Education

University of New Hampshire / B.A. English & EcoGastronomy / Class of 2016 / 3.2 GPA
Founder & Editor-in-Chief of UNH Spoon University, Alpha Chi Omega Sorority

Software Skills

Zendesk, Kustomer, Stripe, Aircall, EZ Texting, Klaviyo, Mailchimp, Sisense (Periscope), Airtable, Microsoft Office Suite, Photoshop
References upon request