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EDUCATION

Bachelor of Arts in Marketing and Communications

Seattle University – Seattle, WA

Graduated: May 2016

Certifications

- Certified Social Media Marketing Professional – Hootsuite Academy (2021)
- Customer Experience: Social Media Strategies – LinkedIn Learning (2020)

SKILLS

- Social Media Platforms: Twitter, Instagram, Facebook, LinkedIn
- Social Media Tools: Sprinklr, Hootsuite, Buffer, Social Studio
- Customer Service Tools: Zendesk, Salesforce Service Cloud
- Conflict Resolution and Crisis Management
- Social Media Analytics and Reporting
- Excellent Written Communication and Multi-tasking
- Brand Reputation Management

EMILY SANDERS

SOCIAL MEDIA CUSTOMER SERVICE REPRESENTATIVE

PROFESSIONAL SUMMARY

Detail-oriented and empathetic Social Media Customer Service Representative with over 5 years of experience managing customer interactions across Twitter, Instagram, and Facebook. Skilled in resolving complaints, fostering positive brand interactions, and using social media analytics to drive customer satisfaction.

EXPERIENCE

- June 2020 - Now

Social Media Customer Service Representative

Nordstrom / Seattle, WA

- Engage with over 120 customer inquiries daily across multiple platforms, primarily focusing on Instagram and Twitter, handling product inquiries, complaints, and returns.
- Coordinate with the e-commerce and logistics teams to track orders and resolve customer issues in real-time, reducing resolution times by 25%.
- Monitor brand reputation by responding to all customer feedback and complaints, ensuring timely resolutions and maintaining a professional tone across all communications.
- Leverage social media management tools like Sprinklr and Hootsuite to track brand sentiment, ensuring rapid responses to escalations and negative feedback.

- February 2017 - May 2020

Social Media Support Specialist

Starbucks / Seattle, WA

- Managed customer service inquiries across Twitter, Facebook, and Instagram, addressing concerns related to loyalty program rewards, store experiences, and product quality.
- Created and maintained a standardized response guide for common customer issues, reducing response time and improving consistency across customer interactions.
- Worked closely with the marketing team to support promotional campaigns, responding to customer questions and concerns, and ensuring smooth communication during high-traffic promotions.
- Analyzed daily social media performance metrics and provided feedback to improve customer engagement and service.