

RAINA AGUIRRE

Sunrise, FL · 954-881-1619

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SUMMARY

Highly motivated and goal-oriented professional committed to pursuing a long-term career change in Customer Service/Digital Marketing. Offers an impressive track record demonstrating attention to detail, resourcefulness, strong technology and troubleshooting skills. Experience with making effective and quick decisions.

SKILLS

Self-motivated
Time management
Leadership
Excellent Teamwork
Adaptability
Decision making
Conflict Resolution
Creative Outbound calling
Data Entry
Customer service
Ability to work independently
Empathy
Attention to detail
Mathematics
Strong written and oral communication

Paid Social: Run Facebook and Google ad campaigns to both cold traffic and retargeting

Social Media: Facebook, Instagram, Twitter

WordPress building: Landing page optimization

Google Analytics: Data analysis, conversion rate optimization

MS Office and Google Suite

EXPERIENCE

DECEMBER 2020 – PRESENT

FREELANCER

- Created Facebook and Google Ads and strategized for top, middle and bottom of the funnel campaigns

- Optimized campaigns by pausing non-performing ads, ad sets, and broke apart ad sets by devices or demographics to find the best performing audience segments

OCTOBER 1999 – PRESENT

BROWARD COUNTY PUBLIC SCHOOLS

COLLEGE & CAREER ADVISOR

- Inform management on project timelines
- Schedule and participate in conferences through phone, chat and web conferencing
- Promote event campaigns through social media and digital announcements
- Analyze, research and document data to be input into various software applications

SEPTEMBER 1996 – APRIL 1999

CELLULAR ONE

CUSTOMER SERVICE REPRESENTATIVE

- Interacted with customers via phone and in writing
- Identified and assessed customers' needs to troubleshoot problem or reason for calling
- Analyzed and resolved customer requests such as bill reconciliations and deposit refunds
- Responded to customer correspondence and requests for product information
- Utilized technology to document customer interactions in record management platform
- Compiled reports on overall customer satisfaction

EDUCATION

DECEMBER 2007

FLORIDA ATLANTIC UNIVERSITY

TEACHER CERTIFICATION

SECONDARY EDUCATION

MAY 1993

SAN FRANCISCO STATE UNIVERSITY

BACHELOR OF ARTS

PSYCHOLOGY