

KASSIE MANSFIELD

CRM/Marketing

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CAREER SUMMARY:

Hard worker in pursuit of a career pivot to Customer Relationship Management and Marketing. With years of customer service experience, my track record consists of helping companies grow and retain customers through effective communication, need fulfillment, consistent engagement, attention to key drivers, problem-solving skills, technical documentation, analysis of consumer insights, and knowledge of the company's products, policies, and procedures.

WORK EXPERIENCE:

LA County CSSD

Customer Service Specialist II | February 2015 - Present

- Promoted to CSS II within my first year and am currently being reviewed for a promotion to Supervisor
- Provides excellent customer service through the call center via phone and live chat; Responds to consumer inquiries, provides case status information, interprets child support policies and procedures, conducts reports, and resolves all case issues
- Develops proficiency using manual and automated systems, and the application of various laws, regulations, policies, and procedures related to all aspects of case management
- Lead team weekly meetings on new policies and procedures
- Conducts special projects, coordinates with team members, and delegates tasks to appropriate employees; Creates and implements strategies to improve client engagement
- Partners with attorneys, caseworkers, and probation or law enforcement officers on legal or procedural matters to ensure the client's needs are being met
- Analyze statistical data to identify trends, client segmentation, profiles, strategy effectiveness, customer feedback, and other insights
- Develops processes and procedures to ensure data accuracy

AMIRI

Ecommerce Digital Marketing/CRM Intern | May 2022 - September 2022

- Planned and executed both, domestic and global initiatives with expansion for the Tokyo store launch, the Spring/Summer, Pre-Fall, and Autumn/Winter 2022 campaigns for Womenswear, Menswear, and Kidswear
- Drove e-commerce launch process by completing proposals, creative briefs, copywriting, and special marketing/CRM projects for campaign and refreshers to maintain launch cadence
- Launched email/SMS campaigns through templated design, segmentations, QA, testing, and deployment in addition to triggered and transactional flows to drive consumer engagement, online revenues, brand awareness, and user acquisition
- Leveraged data reports on a weekly, monthly, and quarterly basis including KPIs/metrics calculations for creative strategies, conversions, customer retention, etc.
- Conducted monthly competitive research on marketing/CRM initiatives and social trends
- Led communications with partners
- Assisted in the buying process for the site, and the Branding/PR teams with creative direction

EDUCATION:

2020 - 2022 | University of California, Riverside

Master in Business Administration & Management - Marketing

2007 - 2011 | University of California, Riverside

Bachelor of Psychology

SKILLS:

Mac/PC, Microsoft Suites, Google Office, Salesforce, Shopify, Google Analytics, & Asana