

# Serena Simpson

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## Summary

Highly motivated seasoned professional with 11 years of Consumer-Focused Experience. Skilled in communication, problem-solving, time management, sales promotions, reducing shrink, and demonstrating a strong commitment to customer satisfaction and operational excellence.

## Work Experience

### Resurgens Orthopaedics

*MRI Assistant | 2023 - Present*

- Ensure patient safety by delivering clear instructions before MRI procedures and maintaining a prepared and sterile environment.
- Organize procedure rooms and arthrogram trays adhering to stringent sterilization protocols to facilitate efficient workflow.
- Assist Radiologists during arthrogram procedures, contributing to accurate diagnostics and patient care.

### E.L.F Cosmetics

*Consumer Relations Consultant | 2017 - 2023*

- Managed a high volume of customer interactions, addressing inquiries and resolving issues through email, live chat, and an average of 250 inbound calls per week.
- Increased sales 25% with personalized routines for Reward members.
- Facilitated customer engagement by processing online orders, enrolling individuals in the Loyalty Points Program, and staying informed on product updates and promotional events.
- Packing and shipping orders, troubleshooting, processing returns.
- Delivered personalized customer experiences by offering expert beauty advice and product recommendations, supported by proficiency in Salesforce, CRM, and Microsoft Office Suite

### New York & Company

*Sales Associate | 2014 - 2017*

- Comprehensive customer service, product restocking, and inventory management, ensuring a seamless retail experience.
- Processed Numerous point of sale transactions, handling cash, credit, check payments.
- Contributed to the shrink reduction initiative, achieving a 15% decrease in loss through collaborative team efforts.
- Consistently stayed informed on promotional events and inventory updates, enabling effective promotion of the Rewards Credit Card Program to customers

### Washington Adventist University

*Admissions Assistant | 2013 - 2014*

- Facilitated campus tours for prospective students and their families, providing comprehensive information on University's history and facilities.

- Data entry for newly admitted and transfer student records and managed coordination of job fairs for incoming students.

## **Education**

### **Greater New York Academy**

High School Diploma

### **Gwinnett Technical College**

Current, Interior Design

## **Skills**

Microsoft Software, Pos, CRM Systems, Salesforce Experience, Sales, Problem-Solving, Effective Communication, Data Entry