

ILIYAAS MALLARD

Customer Success Professional | Aspiring Jr. Software Developer

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PROFESSIONAL SUMMARY

Dynamic professional with over five years of experience in customer service, admissions counseling, and relationship management, complemented by full-stack web development training. Proven ability to drive client satisfaction and retention through personalized support, problem-solving, and cross-functional collaboration. Skilled in using CRM tools like Salesforce to optimize client interactions and business outcomes. Eager to leverage my customer-centric mindset, technical expertise, and communication skills in a Client Success role to help organizations achieve measurable results.

AREAS OF EXPERTISE

- Customer Success & Relationship Management
- Customer Support and Troubleshooting
- CRM Tools (Salesforce, HubSpot)
- Cross-Functional Collaboration
- Process Improvement & Optimization
- Analytical & Problem-Solving Skills
- Project Management and Organization
- Data Integrity and Reporting
- Empathy & Customer-Centric Mindset
- Full Stack Web Development

PROFESSIONAL EXPERIENCE

Admissions Counselor | July 2022 – August 2024

2U, Lanham, MD

Responsible for interviewing, recommending, and enrolling students, while maintaining strong communication and achieving performance goals.

- Supported over 150 student candidates by providing personalized counseling and enrollment guidance, contributing to a 15% conversion rate from prospect to enrollment.
- Led client success strategies and guided over 150 students through the enrollment process, improving retention by addressing escalated concerns and resolving issues.
- Managed daily client requests, maintaining a high call volume (120 calls per day) and surpassing performance goals by 10%.
- Collaborated with cross-functional teams to deliver client success strategies, resolving escalated issues, and enhancing student retention.
- Utilized Salesforce to optimize communication channels, leading to a 10% improvement in student response times and a more efficient enrollment process.

Admissions Counselor | October 2021 – April 2022

Keiser University, Fort Lauderdale, FL

As an Admissions Counselor at Keiser University, responsibilities include explaining institution offerings and assisting students in enrollment, fostering positive interactions with prospective students and parents.

- Successfully managed day-to-day student interactions, providing detailed program information and maintaining accurate records throughout the enrollment process.
- Supported the development and execution of client performance reporting, ensuring the accuracy and consistency of student data across CRM systems.
- Experience in managing enrollment processes, including documentation and progress tracking, to ensure successful student onboarding.
- Utilized Salesforce to streamline student communications across email, phone, and text channels, improving response times and overall satisfaction.

English Teacher/Owner | July 2017 – July 2021

Eli's English School, Shenzhen, China

An experienced educator proficient in curriculum development and classroom management, successfully overseeing an English training school in China, emphasizing personalized learning and strategic marketing to drive enrollment growth.

- Managed all aspects of a private English school, from curriculum development to customer engagement, resulting in a 30% increase in enrollment over five years.
- Demonstrated ability to oversee administrative duties, including strategic marketing initiatives, resulting in significant enrollment growth.
- Designed and delivered performance reports and satisfaction surveys to parents and students, achieving a 90% satisfaction rate.
- Fluency in both English and Mandarin Chinese, facilitating seamless communication with diverse stakeholders.

EDUCATION -----

Certificate, Full Stack Coding Boot Camp, University of Miami, Miami, FL

Masters, Linguistics/Foreign Language Acquisition, Zhejiang University, Hangzhou, China

Bachelors, Liberal Arts & Sciences, Florida International University, Miami, FL