

# Maria Lofton

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## SUMMARY

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Dynamic professional with many years of diverse experience. Proven expertise in managing digital content workflows, exceptional customer service, and knowledge management, with a strong focus on efficiency and innovation. Skilled in utilizing tools such as SharePoint, Salesforce CRM, and ServiceNow to enhance organizational processes and drive team success.

## WORK EXPERIENCE

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### Mr. Cooper Group

Remote

Customer Service Associate I

2024 - Present

- Handle over 50 inbound and outbound calls daily, providing assistance with payment options, escrow inquiries, and general mortgage-related questions.
- Offer timely and accurate information about customer benefits, including paperless billing, the mobile app, and IVR services.
- Support customers with mortgage payments less than 30 days overdue, ensuring prompt resolution and maintaining a customer-first approach.

### 149 Photos

Dallas/Fort Worth, TX

Photographer

2024 - 2024

- Captured and documented weekly progress images of new home construction sites, ensuring alignment with company quality standards.
- Managed multiple routes across various communities, efficiently scheduling and completing assignments within designated timelines.
- Uploaded and organized photos on the company's digital platform, maintaining accuracy and consistency in documentation.

### Hyatt Hotels Corporation

Hyatt Regency Dallas - Dallas, TX

Reservations Agent

2012 - 2024

- Entered 90% of all 2024 and 2025 contracts into the system, consistently meeting and exceeding set deadlines.
- Provided training and support to new colleagues, enhancing team efficiency and cohesion.
- Served as the primary contact for both external guests and internal colleagues for reservations and technology-related queries.

Manager, GPGS Technology & Innovation

2012 - 2024

- Served as the primary contact for technology platforms including ServiceNow, Yapmo, Hyattconnect, BOB, and Sharepoint for GPGS hubs globally.
- Managed projects focused on reporting, dashboards, access requests, and technology enhancements.
- Collaborated with diverse departments to address needs and improve stakeholder communication.

Digital Content Support Specialist

2012 - 2024

- Collaborated with the corporate digital team to manage daily website content workflows for over 1,000 hotel websites globally.
- Developed training materials, including videos and resources, to facilitate team and stakeholder adaptation to new software and processes.
- Ensured compliance with brand standards and supported the creation of quality content while maintaining SEO best practices.
- Enhanced efficiency in processing daily tickets, reducing average completion time from 15 days to 5 days.

**HKS, Inc.**

Dallas, TX | Remote

**Knowledge Manager**

2023 - 2023

- Developed and optimized knowledge-sharing systems, enhancing project and client information accessibility for global teams.
- Conducted training sessions on knowledge management best practices, increasing the adoption of internal resources and tools.
- Collaborated with cross-functional teams to ensure seamless information flow and improved documentation processes.

**Enterprise Holdings, Inc./Enterprise Fleet Management**

Dallas, TX

**Account Fleet Coordinator**

2014 - 2017

- Coordinated and managed all fleet-related needs for over 40 business accounts, including vehicle acquisition, title arrangements, tax calculations, and billing inquiries.
- Served as the team's subject matter expert in customizing and organizing Salesforce CRM to meet specific business requirements.
- Provided technical support and guidance on hardware, software, and spreadsheet-related inquiries.

**Receptionist**

2014 - 2017

- Operated the corporate switchboard and served as the primary point of contact for guests and interviewees, ensuring a welcoming and professional environment.
- Supported the Talent Acquisition and Human Resources teams by coordinating various administrative tasks, contributing to the efficiency of recruitment activities.
- Managed front office inventory and logistics, including ordering equipment and uniforms and overseeing all deliveries.

**City of Irving**

Lee &amp; Cimarron Parks - Irving, TX

**Recreation Coordinator**

2008 - 2012

- Coordinated and managed a diverse portfolio of recreational programs for children and adults, including sports leagues, arts and crafts, and educational initiatives, ensuring a safe and engaging environment for participants.
- Developed and implemented policies and procedures for program registration, payment, and participant tracking, enhancing administrative efficiency and accuracy.
- Collaborated with city departments, community organizations, and local businesses to create and promote innovative programs aligned with community needs and interests.

**EDUCATION**

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Western Governors University

Dec 2020

Bachelor's Degree, Business of IT Management

North Lake College

2012

Associate's Degree, General Sciences

**CERTIFICATIONS**

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Certification in Hospitality &amp; Tourism Management, Florida Atlantic University

Apr 2020

Certified Guest Service Professional (CGSP®), AHLEI (American Hotel &amp;

Nov 2018

Lodging Educational Institute)

**SKILLS**

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Adobe AEM • WordPress • Competent in HTML / CSS • ServiceNow • Teamwork • Salesforce CRM • ChatGPT • SharePoint • G Suite • Communication • Problem Solving • Time Management • Adaptability • Project Management • Critical Thinking • Attention to Detail • Team Collaboration