

PRESTON ORGEL

1422 Barry Avenue #5, Los Angeles, CA 90025 | (C) 8183257322 | preston.orgel@gmail.com

Work History

Customer Experience Specialist/Social Media Relations

10/2015 to Current

The Black Tux – Santa Monica, CA

- Managed all social media channels including Facebook, Twitter, and Instagram
- Provided a personalized, white glove service to all Concierge customers utilizing a proactive account management approach
- Reached out and followed-up with prospective customers to generate interest, address concerns or hesitations and converted leads into booked events
- Organized and coordinated booked events to ensure a smooth and enjoyable experience for entire wedding parties, following up periodically at crucial touch points & addressed any potential issues proactively
- Managed a full load of Concierge wedding parties; taking ownership of each event to guide concierge customers through their rental experience from beginning to end via Zendesk.
- Supported the Business Development team by serving The Black Desk VIP Concierge parties, working closely with Business Development Account Executives to ensure seamless handoff from wedding planners & clients
- Executed NPS follow-up calls and emails to connect directly with respondents, collect additional feedback, resolve issues personally and convert detractors/passives to promoters
- Handled offline escalations to provide conflict resolution services & turn any negative experience around (CSAT responses, feedback tickets, public review site complaints.)

Loyalty Consultant

05/2015 to 10/2015

FiveStars – Los Angeles, CA

- Ran face-to-face meetings selling customer loyalty to small business owners
- Understood small business pain points and sold them on how FiveStars would help
- Found new businesses through cold calling and leveraged my networks

Running/Footwear Specialist

11/2014 to 05/2015

Future Track Running Center – Agoura Hills, CA

- Assessed walking and running gait patterns.
- Developed strategies to increase sales and promote products.
- Operated motion analysis computer programming during gait assesment.
- provided proper footwear for customer based off thorough analysis.

Skills

- Proficient in Zendesk, Yotpo, Hootsuite, Salesforce, social media such as Facebook, Instagram, Youtube, Twitter and Snapchat.

Education

Bachelor of Arts: Journalism and Mass Communication

May 2013

Arizona State University - Walter Cronkite School of Journalism and Mass Communication - Tempe, AZ