

Miranda Davis

mirandajd92@gmail.com | (617) 470-6122 | Orlando, FL

WORK EXPERIENCE

AAA

Aug. 2024 – Present

Rap RepresentativeRemote

AAA is a well-established federation of motor clubs providing roadside assistance, travel, and insurance services across the United States.

- Handled an average of 150+ customer roadside assistance inquiries daily using Salesforce, ensuring empathetic and efficient service delivery.
- Utilized proprietary service verification tools and CRM software to confirm service eligibility, resulting in a 20% increase in first-call resolution rates.
- Maintained clear and effective communication with cross-functional teams through Slack and Zoom, facilitating prompt and coordinated roadside assistance.
- Demonstrated professionalism in high-stress situations by adhering to AAA's quality standards, achieving a 95% customer satisfaction score consistently.

Freelance

2023 – Present

Content CreatorRemote

Operates independently to create engaging content for personal and partnered brand growth across social media platforms.

- Grew a personal brand to over 22,000 engaged followers on Instagram and TikTok by leveraging advanced content creation tools such as Adobe Creative Suite and Final Cut Pro, enhancing visual storytelling.
- Developed and executed editorial calendars using analytics platforms like Google Analytics and Hootsuite, optimizing content strategy based on audience insights and trending topics.
- Partnered with brands to produce high-quality sponsored content, utilizing data-driven strategies to achieve an average increase of 35% in engagement metrics for partnered campaigns.

Cash Street Technology

Feb. 2024 – May 2024

Digital Marketing InternRemote

A technology company specializing in innovative digital solutions.

- Designed and published interactive content to increase online engagement, while also analyzing performance metrics for continuous improvement.
- Designed and published interactive content using Canva and Adobe Creative Suite, increasing online engagement by 25% over 3 months.
- Managed social media calendars and automated scheduling, enhancing team productivity and ensuring timely content delivery.

Trupanion Pet Insurance

Jun. 2022 – Apr. 2023

Retention SpecialistRemote

A leading provider of medical insurance for cats and dogs.

- Managed an average of 100+ high-volume calls daily using Salesforce, addressing and resolving sensitive customer inquiries effectively.
- Reviewed and optimized claims using CRM tools such as Salesforce and Zendesk, leading to a 15% improvement in claim processing efficiency.
- Educated customers on breed-specific risks through personalized consultations, contributing to a 10% increase in customer retention rates.

EDUCATION

Southern New Hampshire University

Completed

Bachelor of Science, Social Media Marketing

CERTIFICATIONS, SKILLS & TECHNOLOGIES

- Certifications:** Social Media Marketing, HubSpot Academy; Social Media Strategy & Optimization, LinkedIn Learning
- Skills:** Digital Content Strategy; Social Media Management; Community Building; Analytics & Insights; SEO Optimization; CRM Platforms; Copywriting; Project Management
- Technologies:** Canva; CapCut; Instagram; TikTok; Facebook; LinkedIn; Google Analytics; Meta Insights; Buffer; Hootsuite