**Miranda Davis**

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**WORK EXPERIENCE**

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| **AAA** | **Aug. 2024 – Present** |
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| *Rap Representative* | *Remote* |
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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** |
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| *Content Creator* | *Remote* |
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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** |
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| *Digital Marketing Intern* | *Remote* |
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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** |
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| *Retention Specialist* | *Remote* |
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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**

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| **Southern New Hampshire University** | **Completed** |
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| *Bachelor of Science, Social Media Marketing* |  |
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**CERTIFICATIONS, SKILLS & TECHNOLOGIES**

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* **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