

VICTORIA FIRST

EDUCATION

University of California, Irvine
Class of 2017
B.A. International Studies

PROFESSIONAL STATEMENT

Highly adaptable and passionate individual with a strong background in customer service and automotive marketing, eager to continually learn new things and expand skill-set. I am seeking opportunities that will allow me to grow professionally and personally, and allow me to leverage my combined expertise in technology, marketing, and customer service to drive innovative solutions and make a meaningful impact. I am committed to promoting collaborative environments that foster growth, excellence, and customer-centric approaches to achieve exceptional results.

EXPERIENCE

Retail Marketing & Performance Specialist || Mitsubishi Motors North America (Franklin, TN) || Sept 2023 — Present

- Streamlined entire dealer enrollment process for marketing campaigns by transitioning to a fully digital platform from individual email manual paper enrollments. New enrollment form was created with user experience considerations.
- Negotiate exceptions for denied dealer co-op claims while providing resources to the dealer for future claims.
- Ensure all creative adheres to truth in advertising by ensuring creative copy is properly disclaimed and any legal disclaimers are clearly displayed in accordance to local and federal state laws.
- Collaborate with Sales Ops/Incentives team to develop consumer-centric marketing campaigns.
- Review rejector surveys to understand customer needs and perspective for future marketing campaigns.
- Prepare contracts and corresponding business proposal decks for executive leadership.

Marketing Coordinator || Rusnak Auto Group (Arcadia, CA) || April 2022 - March 2023

- Mastered OEM brand identity and co-op guidelines and eliminated quarter-long co-op submission backlog for 14 dealerships within first 3 months of employment.
- Managed and balanced marketing budgets for 17 dealerships on a monthly basis to monitor expenditures, control costs, and increase ROI.
- Collaborated with CFO to create billing solutions that benefit both AP department and marketing budgets team.
- Handled CCPA requests accordingly and in a timely manner.
- Managed relationships with external vendors and contractors to acquire mutually benefiting contracts and successful project delivery.

Interim Websites and Digital Marketing Manager || Rusnak Auto Group || October 2022 - January 2023

- Submitted sitemaps for new dealership add point website to Google Search Console to prevent/resolve indexing errors in Google Search.
- Collaborated with website provider to ensure that the domain change for an existing dealership would not affect SEO performance and ensured that a 301 redirect was set up.
- Launched new email marketing cadence to promote used car sales and cross-shopping opportunities for all 17 dealerships within dealer group, which achieved goals for increased website traffic.
- Successfully facilitated the execution of model-specific paid search campaigns through a digital advertising agency to increase individual store sales.

Technical Specialist || Apple, Inc (Rancho Cucamonga, CA) || August 2021 - April 2022

- Ranked 8th best technician in both average number of sessions taken per hour, and total sessions taken overall.
- Balanced priorities to achieve individual and team productivity metrics and goals.
- Developed internal best practices, resources and training materials to support and ensure Genius Bar team can successfully resolve customer issues.
- Lauded for always meticulously documenting case information accurately and objectively for future technicians to reference in order to continue to provide complete solutions for new and repeating customers.
- Mentored new technicians while also providing valuable insight to tenured technicians to maintain culture of whole team growth and development.

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Operations Specialist || Apple, Inc (Pasadena, CA) || November 2020 - July 2021

- Improved team average for Apple Order Pick-Up confirmation times and runner times by revising team strategy, and subsequently boosting store ranking in entire regional market from last to top five.
- Acted as a visuals merchandising liaison to maintain brand standards, while ensuring demo units are reflected accurately in backend servers.
- Collaborated with Training Lead to create most optimal strategy for On Point and Runners which resulted in decreased runner times and improved customer satisfaction survey responses.
- Communicated effectively with leadership to ensure all team members had coverage during their breaks.
- Used SAP to research issues with shipment or online order pickups and troubleshoot any inventory discrepancies.

Interim Technology and Merchandising Pro || Apple, Inc (Pasadena, CA) || August 2020 - November 2020

- Led re-merchandising of entire store floor three times for each store re-opening during first year of the COVID-19 pandemic and facilitated several visuals resets, including the October 2020 iPhone and iPad merchandising reset, with limited staffing.
- Imaged demo devices for all areas of the store and ensured all devices on floor are in the appropriate positions according to back-end servers in compliance with loss prevention guidelines.
- Partnered with operations lead to prepare devices for 12 Pro Max product launch to ensure devices reflected accurately in our back-end server containing all serialized in-store devices.

Sales Specialist/Visuals Merchandiser || Apple, Inc (Pasadena, CA) || November 2018 - August 2020

- Provided exceptional customer service with professionalism, while consistently achieving top 10% ranking in customer satisfaction result.
- Extensively and efficiently trained 15 new visuals merchandising team members to maintain good visuals standards habits during overnights.
- Worked closely with management team to assess what areas in the store needed extra support, and then stepped in to be that support.

Volunteer Certified Mediator || Groundswell f/k/a OC Human Relations (Orange, CA) || April 2017 - August 2018

- Mediated Small Claims, Civil Harassment, and Unlawful Detainer cases at Orange County Superior Courts, providing a safe place using non-adversarial mediation for parties to communicate individual needs and concerns effectively, to consider issues from different perspectives, to explore options for resolving difficult issues, and ultimately to find mutually agreeable solutions.
- Presented stipulations to court judge after successful mediations.
- Fastidiously completed and filed intake forms, stipulations, and other relevant casework after each mediation is completed.

SKILLS

Ability to Work Under Pressure
Ability to Work in a Team
Active Learning
Adaptability
Competitive Analysis

Computer Skills (PC and Mac)
Customer Service
Customer Support
Detail Oriented
Digital Marketing

Fast Learner
Honesty/Accountability
Interpersonal Skills
MS Office
Problem Solving