

# Bri Schmer

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## About | Objective

Hey there, I'm Bri! I am a website builder, tech geek, with an entrepreneurial spirit and lover of all things pink. I am committed to helping you create, manage or maintain a brand that matches your voice and your client's needs.

I am a dependable, motivated, newly educated digital marketer and front-end developer seeking to transition careers by gaining a strong knack for an entry-level digital marketing role. With the hope to combine my 8 years experience of customer service skills, technical knowledge and attention to detail to provide an exceptional experience for clients and the company.

Let's link arms and put my [certifications](#) to work!

## Education

**MASTER OF ARTS | POINT LOMA NAZARENE | GRAD: JAN 2017**

· MBA

**BACHELOR OF ARTS | CONCORDIA UNIVERSITY-IRVINE | GRAD: MAY 2012**

· Communications

## Professional Experience

✳ **FREELANCE | KJ WELLNESS SOLUTIONS | MARCH 2019-PRESENT**

I have built the website (templates), created a new logo, organized E-Commerce store as well as social media posts to drive new and existing traffic to increase orders from shop.

Skills:

- SEO: GoDaddy, Social Media Management
- Google: G-Suite, Google Search Console, Google My Business, Google Analytics, GoogleAds
- Website-Design: GoDaddy
- CRM: HubSpot, Asana

✳ **ACCOUNT REPRESENTATIVE | GOTCHA LOCAL | OCTOBER 2019 - MARCH 2020**

I was able to create inner web pages as well as blog posts to help clients reach their Google ranking goals using local SEO and keyword densities. After a period of approximately 3 months, I was able to increase at least a dozen client's Google rankings from page 5+ to page 1-2 on Google's organic search and Google Maps.

Skills:

- SEO: Keyword Densities, Niche Content Writing, Yext, Ahref, BrightLocal, Screaming Frog
- Google: G-Suite, Google Search Console, Google My Business, Google Analytics, GoogleAds
- Website-Design: HTML, CSS, WordPress
- CRM: HubSpot, Team Viewer, Trello

### **\* CLIENT SUCCESS SPECIALIST | REVIEW WAVE | JUNE 2019 - OCTOBER 2019**

- Provided fast and friendly customer support over the phone, email and live chat to 50+ customers daily.
- Built and maintained rapport with customers to become a trusted contact for future questions.
- Provided expert insight and advice on how customers use the software to save time in office.
- Marketed special offers and add on packages to customers over the phone.

Skills:

- CRM: HubSpot, Team Viewer

### **\* LICENSING SUPPORT ADMIN | QUEST SOFTWARE INC. | MARCH 2016 - JUNE 2019**

- Dedicated Software Support Specialist with 3+ years of experience, knowledge of over 200+ software products and their upgrades and associations motivated to maintain customer satisfaction and contribute to the company success.
- Provided fast and friendly customer support over the phone, email and live chat to 75+ customers daily.
- Email support of knocking out 40+ service tickets/questions/software upgrades in 1 business day.

### **\* MARKETPLACE OPERATIONS OFFICER | RAKUTEN.COM | AUGUST 2013 - NOVEMBER 2015**

E-Commerce specialist of 2 years; monitored seller's account history to stay in compliance using daily reports (i.e. listings of products, performance metrics, performance reports, velocities, fraudulent activity).

- Evaluating Marketplace Guarantee Claims between customers and sellers, including Google Disputes, confirming valid / invalid tracking on shipments, and ensuring SKU descriptions are current to the order.
- Act as back up for customer service teams. Address solution or state compliance policy as education for CS teams to relay information to customers.
- Review orders and payment processing, including taking action on fraud orders and provide prompt and efficient response and resolution to all customers' and merchant's requests.

### **\* ADMISSIONS ADVISOR | MARINELLO SCHOOL OF BEAUTY | JULY 2012 - JANUARY 2013**

Contacted, interviewed, and enrolled prospects seeking an education in cosmetology or esthetics.

### **\* STORE ASSOCIATE | SALON CENTRIC | JUNE 2010 - JULY 2012**

Stocked and advised professional hair, skin and nail care products for licensed cosmetology and esthetician professionals.

### **\* CHILD CARE ATTENDANT | RENAISSANCE CLUBSPORT- KIDS WORLD | JUNE 2008 - JUNE 2010**

Engaged with and cared for children aged 6 weeks to 12 years old.

### **\* HOSTESS/TAKE-OUT | BJ'S RESTAURANT & BREWERY | FEBRUARY 2007 - JUNE 2008**

- Greeted guests and seated them accordingly and evenly.
- Entered food orders for guests into POS, and personally prepared sides to be handed to guests.

## **REFERENCES**

Available upon request.