



ETHAN MARTINEZ

Engagement Specialist

PROFESSIONAL SUMMARY

With a robust background spanning ten years in client engagement and relationship enhancement, I excel in crafting impactful strategies that elevate customer satisfaction and loyalty. My experience involves designing and implementing comprehensive communication initiatives that drive participant engagement and feedback. I am eager to bring my strategic insights to a forward-looking organization that prioritizes innovation and customer connection.

WORK EXPERIENCE

Community Engagement Specialist
Pineapple Enterprises

Jan / 2018–Ongoing
Santa Monica, CA

1. Facilitated over 40 client interactions daily, addressing inquiries and resolving issues to enhance customer satisfaction.
2. Developed and communicated product knowledge to customers, ensuring understanding of features and benefits.
3. Provided exceptional support via phone and email, fostering positive customer experiences.
4. Collaborated with vendors to manage inventory and special orders, ensuring timely fulfillment.
5. Created loyalty programs that successfully increased repeat customer rates.
6. Identified customer needs and recommended products, boosting sales performance.
7. Worked closely with sales and marketing teams to align strategies and drive engagement.

ENGAGEMENT SPECIALIST
Silver Lake Enterprises

Jan / 2015–Jan / 2018
Seattle, WA

1. Conducted inbound and outbound calls to enhance customer engagement and promote wellness programs.
2. Utilized effective closing techniques to achieve sales targets and improve program enrollments.
3. Provided customer service to existing clients, resolving issues and enhancing overall satisfaction.
4. Created and implemented monthly sales incentive programs that increased sales by 10% year-over-year.
5. Achieved top 10 ranking in client enrollments and maintained low decline rates.

EDUCATION

Bachelor of Arts in Communication
University of California

Jan / 2012–Jan / 2015
Santa Monica, CA

Focused on communication strategies and customer engagement.

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SKILLS

Customer Engagement

Client Relationship Management

Performance Metrics

User Experience Design

Content Strategy

INTERESTS

Scuba Diving E-sports
Reading Fiction Puzzle Solving

STRENGTHS

Stewardship Teamwork
Tenacity Vision

LANGUAGES

English French Spanish

ACHIEVEMENTS

- Increased customer engagement by 25% through targeted communication campaigns.
- Implemented a feedback loop that improved client satisfaction scores by 15%.