

Kristina Rosborough

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Skills

- Adobe Spark
- B2B Relationship Management
- Complex Troubleshooting
- Content Creation
- Critical Thinking & Judgement
- CRM Systems
- Customer Service & Support
- Data Entry & Analysis
- Forward Facing Customer Support
- Google Suite
- Independent Research
- Innovative Problem Solving
- Interpersonal Relationships
- KPI Objectives
- Microsoft Office Suite
- Multitasking & Prioritization
- Negotiation & Networking
- Organizational Development
- SaaS Sales & Consulting
- Social Media Analytics
- Social Media Strategy
- Technical Communication
- Written and Verbal Communication

EDUCATION

M.A., Strategic Communication

Southeastern Louisiana University
2022

B.A., English Language and Literature

Southeastern Louisiana University
2014

A.A., Liberal Arts

Baton Rouge Community College
2019

PROFESSIONAL EXPERIENCE

Administrator- Team Lead

03/2020 to Present

Louisiana Secretary of State, Baton Rouge, LA

- Resolve technical problems and liaise with IT department on issues.
- Collaborate with IT liaison to understand the scope of projects and provide objective feedback for developers.
- Provide high quality customer service to those who have escalated calls.
- Develop documents and solutions regarding information gaps between policy and information, and between upper management and team members.
- Authored an original visual presentation for a custom website and online resources.
- Increased efficiency of section through development of manual of instructions for direct customer use.
- Serves as a team leader, leads new hire onboarding efforts and training
- Helped develop instructional video for direct customer assistance.

Administrator

10/2014 to Present

Louisiana Secretary of State, Baton Rouge, LA

- The first line of support for all inbound requests from customers
- Take customer calls, chat and emails while providing accurate, satisfactory answers to their queries and concerns
- De-escalate situations involving dissatisfied customers, offering patient assistance and support
- Guide callers through troubleshooting, navigating the agency site and submitting commercial filings
- Collaborate with other call center professionals to improve customer service
- Conduct automated and manual tests to ensure developer software is operational and functional.
- Identify problems within products before they are made available to users.
- Prepared certification and authentication documents.
- Partners with teams from various departments to ensure the fulfillment of client's needs are executed
- Provides technical troubleshooting and acts as the go-to person when faced with systematic glitches
- Communicates information continuously to cross-departmental teams, ensuring the optimization of resources
- Creates, distributes, and evaluates customer reviews to understand necessary areas of improvement

PROFESSIONAL EXPERIENCE, CONTINUED

Freelance Technical Writer, 09/2014 to 01/2015

Southern Covenant Treatment Care, Remote

- Authored and revised documents to meet requirements of the Texas Department of Family and Protective Services.
- Created staff handbook, professional staffing plan and orientation documents.
- Adapted program policies and procedure documents.

CERTIFICATIONS

Social Media Analytics Course

Issued by: Quintly

Fundamentals of Social Media

Issued by: MuckRack

Influencer Marketing - Industry Specialist

Issued by: Meltwater

Hootsuite Platform Certification

Issued by: Hootsuite

Hootsuite Social Marketing Certification

Issued by: Hootsuite

Content Marketing

Issued by: HubSpot Academy

Inbound

Issued by: HubSpot Academy

Inbound Marketing

Issued by: HubSpot Academy

SEO

Issued by: HubSpot Academy

Introduction to Data Studio

Issued by: Google Analytics Academy

Social Media Marketing Certification Course

Issued by: HubSpot Academy