

Case Study: Quality Assurance Coordinator

With our resume and LinkedIn revamp, Leslly got a job in just two months.

>>> Here's what Leslly had to say about our work:



Leslly Navarro · 2nd

Customer Service Quality Assurance | Quality Control Enhancement | Operations Excellence | Administrative Assistance | Team Building

Leslly was Umema's client

I recently worked with Umema on my resume, cover letter, and LinkedIn profile and I was extremely satisfied with the results. Umema was extremely professional and really dug deep to best sell my skills and qualifications to potential employers. I could not recommend her services and that of Career Tuners enough. A week after I received my completed documents, I heard back from a recruiter for a phone interview and have made several new connections on LinkedIn. Two months later, I started working a new job with a startup company. If you're seeking to take your resume to the next level, please do yourself a favor and reach out to Umema. You won't regret it!

Premise:

Leslly had diverse experience and wasn't 100% sure about the kind of jobs to target. Her resume was a chronicle of everything she had done. As a result, it left readers feeling confused about where to put her.

Similarly, her LinkedIn had a lot of issues too:

- Missing headline and keywords
- No summary
- No direction
- No accomplishments in the experience section

Our Approach:

Firstly, we helped her narrow down her target job. Then, we optimized her resume and LinkedIn profile to maximize her job search outcomes.

1

Here's what we did for her LinkedIn:

- Created a keyword-optimized headline.
- Developed summary and experience descriptions.
- Optimized the content for the LinkedIn search algorithm.

94% of recruiters use LinkedIn to screen out candidates!

2

For her resume, we:

- Created a targeted and concise resume.
- Uncovered and highlighted key accomplishments.
- Optimized it with relevant keywords.
- Used an ATS-friendly format, vetted by 3000+ recruiters.

Where is Leslly now?

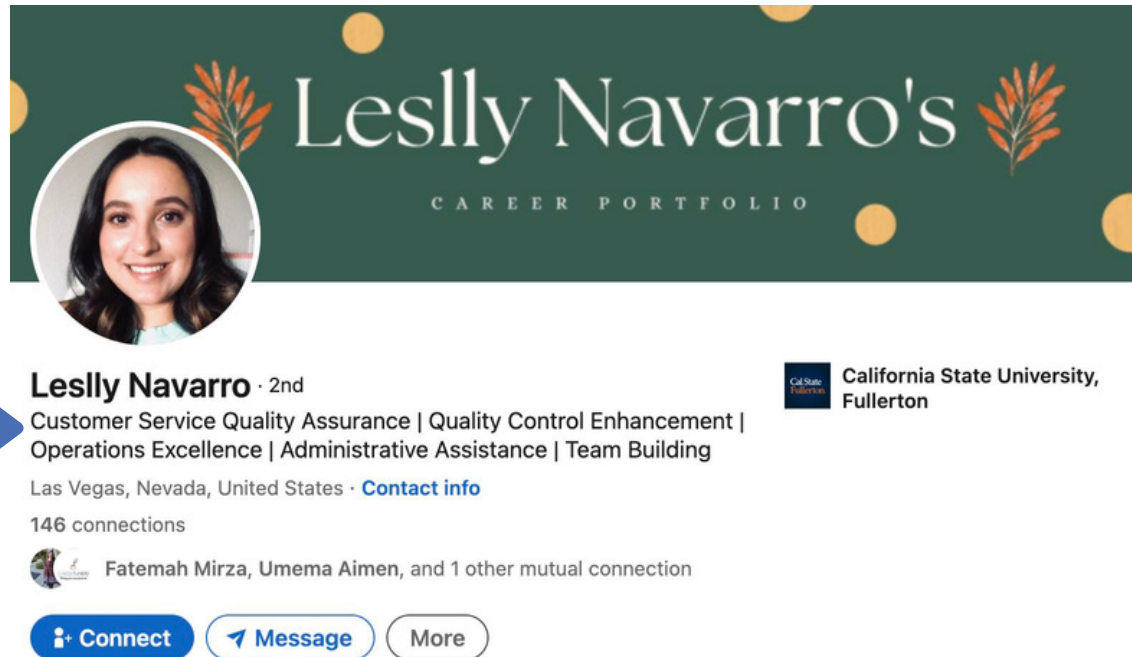
Soon after the LinkedIn update, she started getting traction with recruiters reaching out to her for interviews. This combined with the revamped resume helped her get a job as a Quality Assurance Coordinator at Maximus.

Warning: The following pages have been saved as images in order to protect Leslly's work as well as our work from being copied and indexed. As a result, uploading this exact file into an Applicant Tracking System will not work. If you are interested in hiring her, please email us at contact@careertuners.com.

Here's a Breakdown of Leslly's LinkedIn Profile after the Revamp

Click-Inducing Headline

We created a keyword-based headline, beyond just the job title. Optimizing this section gets more clicks as this is the very first section everyone sees when browsing LinkedIn.



A Catchy Hook

Given that you have to click "see more" to read the entire summary; we created a strong first line to show how Leslly helps employers. This increases employers' curiosity to read more.

About

As a hands-on customer service leader, I draw on my expertise in delivering best-in-class healthcare customer experiences by driving operational efficiencies as well as developing team skill sets and productive workplaces. I do so by conducting personnel performance analyses and coaching, improving quality assurance procedures, and creating customer-driven service models...

...see more

Here's what you see when you click "see more"

About

As a hands-on customer service leader, I draw on my expertise in delivering best-in-class healthcare customer experiences by driving operational efficiencies as well as developing team skill sets and productive workplaces. I do so by conducting personnel performance analyses and coaching, improving quality assurance procedures, and creating customer-driven service models.

Throughout my career, I undertook initiatives to enhance customer service quality. At Maximus, for example, I evaluated the customer service handbook for a newly launched health insurance marketplace project and recommended documentation and procedural improvements to leadership. By doing so, I ensured accurate information dissemination for healthcare insurance customers.

In addition, I establish high-functioning customer service teams. At Rapid Response Monitoring, for instance, I drove call center operational efficiency and scalability by leading 100+ employees across 2 sites. This involved creating a culture of accountability and empathy by providing on-the-spot coaching, conducting monthly performance reviews, and building trust-based relationships with employees. As a result, I proactively identified and mitigated operational and documentation errors, consequently increasing quality assurance by 40%.

One challenge I addressed at the same company was high turnover resulting from occupational stress. I remedied this by creating a safe and healthy work environment. This involved extending mental health support and individual counseling to employees and featuring positive client feedback in monthly recognition emails. As a result, I boosted employee morale.

If you are looking for someone who leads best-in-class healthcare customer service operations, strengthens industry regulatory compliance, as well as upskills and nurtures personnel, email me: lknararro23@gmail.com.

KEY SKILLS: Healthcare Process Improvement, Quality Assurance Analysis, Customer Service Operations Oversight, Team Building & Support, Frontline Supervision & Support, Employee Onboarding, HIPAA & Privacy Laws, Stakeholder Relationship Management, Telecommuting, Remote Work, Digital Collaboration.

A Strong Summary

We created a summary that had exemplified achievements instead of generic responsibility-based statements.

Call-To-Action

To prompt the reader/employer to directly reach out to Leslly, we added a clear call-to-action.

A Fully-Developed Experience Section

We created keyword- and achievement-optimized job descriptions with click-inducing "see more" sections.



Quality Assurance Coordinator

Maximus · Full-time

Mar 2021 - Present · 2 yrs 10 mos

Remote

In this role, I monitor, evaluate, and report on high-value government healthcare projects. Optimize customer service operations by surpassing call assessment volume targets and providing exceptional feed ...see more



E-Commerce Customer Support Specialist

Launch Gift Cards · Contract

Nov 2020 - Jan 2021 · 3 mos

Here, I provided personalized customer service to SaaS users for addressing order processing and fulfillment issues. This involved using Zendesk, Riskified, and Google Workplace to promptly res ...see more



Operations Supervisor

Rapid Response Monitoring

Jul 2016 - Nov 2020 · 4 yrs 5 mos

Corona, California, United States

Here, I led fast-paced call center operations to provide real-time monitoring solutions and prompt responses and support to end-users.... ...see more

Here's the expanded version

Critical Skills

Based on the importance of skills, we weaved the keywords within the description to showcase the achievement instead of just listing it.



Quality Assurance Coordinator

Maximus · Full-time

Mar 2021 - Present · 2 yrs 10 mos

Remote

In this role, I monitor, evaluate, and report on high-value government healthcare projects. Optimize **customer service operations** by surpassing call assessment volume targets and providing exceptional feedback; maintains compliance with state and privacy protocols. Improves operational performance by delivering evaluations with direct coaching and feedback which have improved customer service quality by 15%.

My contributions include collaborating cross-functionally with Operations, Privacy, and QA management on call assessment criteria to ensure alignment with project requirements. I generated daily reports that reflect project progress and improvement, assisted in a project that identified key factors on issue trends, identified gaps in procedure in collaboration with the Privacy team, and conducted internal audits.

KEY SKILLS: Process Improvement, Root Cause Identification, Reporting, Training, Microsoft Teams, Genesys, QCat, Panviva, Oracle



E-Commerce Customer Support Specialist

Launch Gift Cards · Contract

Nov 2020 - Jan 2021 · 3 mos

Here, I provided personalized customer service to SaaS users for addressing order processing and fulfillment issues. This involved using Zendesk, Riskified, and Google Workplace to promptly respond to inquiries. In this regard, my key accomplishment was improving customer service documentation by writing and recommending additional scripts. I also helped optimize the customer service chatbot by reporting inaccuracies in bot responses to the manager and the technical team.

KEY SKILLS: Riskified, Google Workplace, E-Commerce Customer Service Support, Documentation Management, Script Development, Team Leadership.

Skills Section

Besides the general skill section, we utilized the key skills section under each experience. This further optimized her profile for the LinkedIn algorithm.

A strong, beefy LinkedIn profile pulls interviews for you passively. All you have to do is set it up once and people will keep coming to your profile.

Here's the resume we made for her:

Leslly Navarro

951.275.6213 | lknnavarro23@gmail.com | Riverside, CA92504 | [LinkedIn](#)

Operations Management | Capacity Building | Quality Assurance | Team Mentorship | Process Improvement | Customer Service

Drives operational and customer service excellence by ensuring regulatory compliance and building high-performing teams and productive workplaces. Ensures operational efficiency by consistently evaluating and closing operational gaps. Optimizes customer interactions by creating customer-driven service models and developing customer service skills of frontline employees. Mentors multifunctional teams by utilizing positive coaching techniques and creating powerful training frameworks.

Regulatory Compliance
Employee Development & Engagement
Performance Evaluation & Management

Team Building & Coaching
Cross-Functional Collaboration
Stakeholder Relationship Management

Frontline Operational Support
New Hire Onboarding
MS Office

Professional Experience

Operations Supervisor, Rapid Response Monitoring

07/2016 – Present

Promoted to serve as a first-line supervisor to lead client-facing operations and 100+ employees across 2 facilities in a fast-paced environment; provided real-time monitoring solutions and ensured prompt and efficient service delivery by coordinating the response with external agencies. Elevated user experiences by de-escalating concerns and connecting users with appropriate resources. Acted as a liaison between employees and the quality assurance department; aided in the creation of a training manual to help employees seamlessly communicate with Spanish users.

- Improved quality assurance by 30-40% by offering employees on-the-spot coaching to proactively identify and mitigate procedural and documentation errors and elevate customer service skills; improved team score by addressing training gaps.
- Built a high-performing operations team by implementing a culture of accountability and empathy; cultivated relationships with employees and increased employee productivity by conducting monthly performance reviews and taking corrective actions.
- Reduced turnover resulting from occupational stress by creating a safe and healthy workplace; offered mental health support and boosted staff morale by incorporating positive client feedback in monthly recognition emails; rewarded high performers.
- Led employee professional development by holding monthly individual coaching sessions; defined productivity goals, mapped out career progression paths, and encouraged employees to apply for leadership positions.
- Led a smooth new-hire transition from the training to the production environment by extending hands-on support and regularly conducting after-action reviews; assessed and authorized new hires for additional skillset training.
- Boosted adherence to evolving corporate and industry regulations by establishing compliance mastery of the team; provided comprehensive and easy-to-follow instructions for complex regulations and answered queries.

Loan Processor, Dollar Loan Center

09/2015 – 04/2016

Grew revenue by 20% by spearheading marketing initiatives to expand the client base; generated leads by networking with local businesses and organizing marketing events. Processed loan applications after determining creditworthiness and verifying customer documentation. Increased debt collections by offering exceptional customer service and collaborating with the customers to create payment plans. Prepared court documentation and represented the company in court proceedings.

Education

Bachelors of Arts in Communications: Entertainment & Tourism, California State University, Fullerton

2015

And here's the resume she was using before she worked with us...



Leslly Navarro

7598 Orchard Street Apt 118
Riverside, CA 92504
(951) 275-6213
lknnavarro23@gmail.com

SKILLS

Customer Service, Leadership and Mentoring, Social Media Marketing, Project Management, Booking, Public Relations, Marketing & Promotions, Production

EXPERIENCE

Rapid Response Monitoring, Corona, CA - Operations Supervisor

July 2016 - PRESENT

- Manage and monitor alarm activity for numerous alarm companies across the U.S., Puerto Rico, Canada, and other territories.
- Compose and administer monthly performance reviews, providing mentorship to operations specialists through daily coachings and meetings.
- Assist operators with policy and procedure questions and handle escalated calls.
- Support operations team with processing of alarms and communicate with dealers and subscribers.
- Coordinate with operations personnel to handle elevated alarm activity

NVRLND Entertainment, Riverside, CA - Founder & CEO

April 2016 - June 2017

- Produced multiple weekly and monthly events across Southern California, curating a platform for emerging artists to perform and collaborate.
- Devised and implemented marketing and promotion initiatives for local talent and events through the use of social media and print.
- Coordinated all social media content for brand, artist, and event promotion

Dollar Loan Center, Ontario, CA - Loan Processor

September 2015 - April 2016

- Developed marketing initiatives that promoted stores growth and balances and collaborated with management to increase brand awareness

With this resume, it was difficult to tell whether she was interested in operations, sales, or another role.

- Processed loan applications by thoroughly verifying customer information and documents
- Collected in a professional manner while providing excellent customer service
- Filed court documents and represented the company in court proceedings

Kellemackpr, Los Angeles, CA - Public Relations Intern

January 2015 - April 2015

- Booked coverage for emerging artists and bands across all media platforms
- Composed pitch letters, media alerts, and press releases that resulted in coverage for clients
- Conducted research for obtaining contacts utilizing social media and other techniques
- Volunteered at ASCAP events (i.e. 2014 Pop Awards, 2015 Grammy Brunch, and 2015 'I Create Music Expo')

Just Like The Model, Irvine, CA - Sales Representative

April 2013 - January 2015

- Delivered consistent sales to meet company goals
- Staged showroom utilizing various interior design techniques
- Initiated financing program that resulted in an increase of sales
- Processed all incoming shipments including pricing, stocking, and staging

Kohl's, Riverside, CA - Cashier

September 2010 - April 2013

- Processed purchase transactions, credit applications and other marketing initiatives to promote sales growth
- Achieved credit and email goals consistently
- Maintained organized sales floor and assisted other departments with daily tasks
- Collaborated with Loss Prevention to deter theft
- Assisted with merchandising and pricing, as well as routine inventory audits

EDUCATION

California State Fullerton, Fullerton, CA - Bachelor's in Communications, Entertainment & Tourism

September 2013 - May 2015

Would you like us to optimize your Resume and LinkedIn, too?

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If you prefer to speak to us about our services first, click here to schedule a consultation call with us.

[Call Us](#)

