

Josh Wolff

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Experience

57hours, New York, NY

Content & Digital Marketing Manager (2017)

- **Generated SEO-friendly content for initial product and blog launch**
- **Managed, designed, and wrote Facebook advertising campaigns, including creation of data-centered audiences**
- **Wrote and designed weekly email marketing campaigns with 40%+ open rates.**
- **Quickly grew Instagram account to 1k+ highly engaged followers using data-backed strategy**
- **Provided research for company social marketing strategy to execute on a per-network basis**

Squarespace, New York, NY

Customer Care Operations Manager (2014 - 2015)

Customer Care Supervisor (2013 - 2014)

Customer Care Agent (2010-2011)

- **Co-owned full team reorganization strategy, streamlining team and channel structure to support 300+ employees**
- **Managed operational requirements for automated reporting and metrics dashboards, scheduling forecasting/optimization and organizational success metrics with Strategy Operations (BI) team**
- **Analyzed and presented six months of customer inquiries, leading to improvements that increased ticket deflection by ~20% through self-service**
- **Directed global scheduling team, balancing 200+ agent schedules across three time zones**
- **Led global training team, spearheading e-learning initiatives and multi-cohort training programs to educate 200+ agents**

Shoutem, New York, NY

Head of Customer Experience (2011-2013)

- **Implemented and optimized Desk.com customer service software**
- **Led usability testing and customer feedback collection, driving dozens of major product changes**
- **Owned and created all written copy, blogging and self-service help assets**
- **Managed marketing strategy, including Adwords and Facebook Ad initiatives**

Technical Skills

Basic knowledge: Javascript, Python

Comfortable with: SQL, CSS, HTML, Excel, Google Analytics, SEO strategy

Advanced knowledge: Facebook Ads Manager, Wordpress, Squarespace

Education

Bachelor of Arts in Mass Communication, Black Hills State University, Spearfish, SD (2007)