

# RIATTA LARETO

*Customer Service  
Associate*

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☎ (123) 456-7890

📍 San Francisco, California

🌐 [LinkedIn](#)

## EDUCATION

B.A.

Communications

**San Francisco State  
University**

📅 September 2014 - June 2018

📍 San Francisco, CA

🎓 GPA: 3.6

## SKILLS

- Sales
- Customer Service
- Collaboration
- Negotiation
- Account Management
- Zoom
- Problem-solving
- Positive Mindset
- Empathy
- CRM

## CERTIFICATIONS

- Certified Customer Service Professional (CCSP)
- Customer Service Representative Certification (CSRC)

## WORK EXPERIENCE

### Customer Success Specialist

#### Greyhound

📅 December 2020 - current

📍 San Francisco, CA

- Optimized the Lifetime Value (LTV) of 120+ monthly customers
- Collaborated with the CS manager to create 12 key CSS checklists to manage the client life cycle
- Implemented virtual Q&A sessions with 25+ various clients per week, creating specialized walkthroughs through the website to save 14+ hours of direct customer interfacing
- Handled difficult and complex customer complaints, resolving issues within 4 minutes, on average, and receiving a customer satisfaction score of 4.9 out of 5

### Customer Ticket Agent

#### Delta

📅 November 2019 - December 2020

📍 San Francisco, CA

- Confirmed flight and travel information, checking in 400+ customers per day at California's second most-trafficked airport
- Sold last-minute tickets, upselling 28% of customers on trip insurance and travel upgrades
- Followed 100% of FAA regulations and requirements and airline policies and procedures
- Revitalized Delta's brand identity, showing up for 84% of shifts early, treating all customers with the highest regard, and maintaining a tidy appearance
- Resolved complaints and calmed agitated customers, helping 7+ late customers per shift make their flights on time

### Customer Service Consultant

#### Viking Cruises

📅 June 2018 - November 2019

📍 Remote

- Attained 97% customer satisfaction on voluntary surveys, increasing customer retention by 6%
- Grew existing customer accounts by 9% through compassionate customer service and effective sales techniques
- Triaged incoming calls, thereby reducing the average time-to-resolution by 4 minutes
- Maintained a courteous, empathetic attitude towards customers, reducing complaints about service by 27%
- Handled an average of 40+ customer complaints per day with a 93% customer satisfaction rate