





# ALDEN HAWTHORNE

## PROFESSIONAL CUSTOMER SERVICE

### CONTACT

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Harrisburg, PA   
[LinkedIn](#) 

### EDUCATION

Bachelor of Science  
Marketing and Management  
Carthage College  
2010 - 2014  
University Park, PA

### SKILLS

Intercom  
Kayako  
Qualtrics  
Helpjuice  
Atlassian Confluence  
Microsoft SharePoint  
Slack

### CERTIFICATIONS

Certified Customer Service  
Professional (CCSP)

### CAREER OBJECTIVE

Dedicated customer service expert with a deep understanding of Genesys Cloud, Kayako, and Qualtrics. With 10+ years of experience in customer service, I'm eager to join the Capital BlueCross team and foster positive relationships with members while enhancing the efficiency of customer service operations.

### WORK EXPERIENCE

#### Financial Services Representative

Wells Fargo

June 2018 - current / Harrisburg, PA

- Promoted remote collaboration by facilitating 200+ virtual meetings with clients via GoToMeeting, which cut travel expenses by 40%.
- Provided financial advice to 130+ clients, helping them meet their goals and resulting in a **27% increase in client referrals**.
- Conducted customer satisfaction surveys using Qualtrics that resulted in actionable insights, which improved service delivery by 18%.
- Managed over 650+ client accounts in Microsoft Dynamics 365, maintaining high client satisfaction rates.

#### Telemarketer

Vector Marketing

March 2014 - May 2018 / Harrisburg, PA

- Generated \$85,000+ through over-the-phone sales and exceeded the annual target by 42% over a 12-month period.
- Conducted 80+ cold calls daily, resulting in an average of **25 new leads per week**.
- Increased market share by 8% based on actionable data gathered from monitoring and analyzing competitors' strategies.
- Trained and mentored 8 new telemarketers, improving their sales performance by 36%.

#### Restaurant Server

Applebee's

October 2012 - January 2014 / State College, PA

- Upsold an average of 12 meals per shift by recommending popular items and daily specials.
- Reduced average waiting time by 13% by coordinating with kitchen staff to ensure timely delivery of orders.
- Managed special events and large party reservations, **increasing large party bookings by 29%**.
- Decreased complaint escalations by demonstrating strong conflict resolution and people management skills.