

# SARAH LONGENECKER

(520) 261-8293

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Tucson, Arizona

LinkedIn: [www.linkedin.com/in/sarahtlongenecker](http://www.linkedin.com/in/sarahtlongenecker)

Portfolio: [www.SarahLongenecker.com](http://www.SarahLongenecker.com)

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Dear Hiring Manager,

Steve Jobs said it best...

*Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do.*

Aside from being a lover of inspiring quotes, and a forward thinker who is passionate about producing great work, I am a highly resourceful, multi-skilled professional, not afraid to take risks and follow my curiosity. I offer a record of intuitive leadership and successful job performance in:

- ▶ graphic design (portfolio: [bit.ly/SarahLongenecker](http://bit.ly/SarahLongenecker))
- ▶ video production & editing
- ▶ data analysis & visualization
- ▶ social media management, content development and curation; organic social media reach and engagement
- ▶ marketing & market research
- ▶ executive administrative support
- ▶ employee training & mentorship
- ▶ trade show & event coordination
- ▶ customer service, tech support, quality assurance & call center operations

I enjoy planning successful outcomes by thinking with the end in mind, learning from my mistakes, smashing goals, and disrupting antiquated business processes by analyzing and solving complex problems both methodically and creatively. I have extensive experience using the following software and applications:

- ▶ MS Office Suite (Word, Excel, Powerpoint, Outlook)
- ▶ Adobe Creative Suite (Photoshop, InDesign, Illustrator); Adobe Acrobat Pro; iMovie; Windows Movie Maker
- ▶ Social Media: Facebook, Facebook Page Manager (*≈ 5K followers*), Instagram, YouTube, Twitter, Tumblr
- ▶ Google (Gmail, Google Drive, Google Docs, Google Sheets, Google Forms, Google Slides)
- ▶ Dropbox; GoToMeeting; BlueJeans; IFTTT; Zapier; Slack

Attached, please find a current resume detailing my complete work history, skills, team contributions, and career growth. I am currently available for employment, and am open to discussing job and contract opportunities that match my experience and interests. If I have piqued your curiosity, or if you know of a role I might be a great fit for, please reach out to me right away.

Thank you for your time and consideration.

💝 Respectfully,

*Sarah Longenecker*

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## PROFESSIONAL SUMMARY

Highly resourceful, multi-skilled professional offering a record of intuitive leadership and successful job performance in various roles including: social media, graphic design, marketing, administrative support, customer service, quality assurance, and call center operations. Proven proficiency in communication, organization, time management, process improvement, proactive problem solving, and surpassing expectations in multitasking, deadline-driven environments.

## TECHNICAL PROFICIENCY

Extensive experience with software including:

- MS Office Suite (Word, Excel, Powerpoint, Outlook)
- Adobe Creative Suite (Photoshop, InDesign, Illustrator); Adobe Acrobat Pro; iMovie; Windows Movie Maker
- Social Media: Facebook, Facebook Page Manager (*≈ 5K followers*), Instagram, YouTube, Twitter, Tumblr
- Google (Gmail, Google Drive, Google Docs, Google Sheets, Google Slides)
- Dropbox; GoToMeeting; BlueJeans; IFFTT; Zapier; Slack

## EMPLOYMENT HISTORY

### Seasonal Security Response Processor

January 2018 - February 2018

Intuit, Tucson, Arizona

- Received, verified and processed requests to correct/update highly sensitive internal TurboTax records
- Conducted risk/fraud investigations by identifying, analyzing, & tracking causes of abnormal security incidents
- Explored dashboard data to gain insights, to map trends, and to ensure partners' legal/company compliance
- Created/improved case documentation and reporting tools/resources; helped train peers
- Openly shared ideas/discoveries with Risk Ops Team and department managers; recommended actions to streamline processes, drive solutions, and mitigate risks

### Seasonal Support Operations Analyst of Care Quality Assurance

December 2016 – April 2017

Intuit, Tucson, Arizona

- Applied 10+ years of call center experience to collaboratively build new quality evaluation procedures used to define, measure, and analyze key performance indicators (KPI) of front-line TurboTax support agents
- Unearthed root-causes of positive/negative customer experiences through real-time performance dashboard monitoring, through "voice of the customer" data analysis and trend interpretation, by listening to and scoring recorded phone calls, by communicating issues via Slack, by tracking cases using Salesforce, and by auditing the work of both internal and outsourced QA partners
- Designed/authored training resources including Standard Operating Procedures (SOP) and Powerpoint presentations; proactively engineered custom data dashboards and open source tools used to calculate and improve the automation, completion rate, and accuracy of Quality Analysts' results/reports
- Worked across teams and different mindsets to navigate, implement, and refine proposed solutions that thoughtfully balanced customer experiences, business objectives, and technical realities; provided constructive feedback to cross-functional team members and operation leaders to influence decisions, build consensus, and achieve alignment
- Drove results using data science by questioning standards, asking better questions, hypothesizing logical answers, theorizing new ideas, experimenting with new methods, testing new tools, proving/disproving theories, brainstorming alternatives that were more cost/time/resource effective, presenting detailed findings, and explaining conclusions
- Received kudos for simplifying large structured/unstructured data sets into easier to digest charts, graphics, and summaries, a superior attention to detail, attentive listening skills, creative problem solving abilities, and for consistently delivering "awesome" results on special projects and ad hoc requests

**The American Board of Radiology, Tucson, Arizona**

- Primarily responsible for reviewing, organizing, and digitizing American Board of Radiology certification records
- Executed quality control processes to ensure the completeness and readability of all scanned documents

**Payroll Coordinator** (Temp via StaffMatters, Inc.)

**January 2016 – September 2016**

**Canyon Ranch, Tucson, Arizona**

- Supported a fast-paced corporate accounting team responsible for the timely, accurate, and thorough processing of bi-weekly payroll for company's multiple luxury hotel resorts and cruise ship wellness spas
- Assisted with the collection, calculation, data entry, and validation of payroll/HRIS data; maintained physical/digital employee and contractor database records regarding payroll related changes, elections, deductions, bonuses, PTO/VTO, and/or sales commissions
- Boosted employee confidence and protected payroll operations by meticulously following internal policies and procedures (in accordance to federal and state laws), by responding with urgency to questions and special requests from employees, management, and regulatory agencies, and by keeping Personally Identifiable Information (PII) secure and confidential
- Performed a wide variety of payroll administrative activities including: front desk, email and phone support; copying/scanning/filing/faxing; new employee time card registration; export/import of hours worked using ADP; employment/income verification; direct deposit enrollment; pay card registration and tracking; loan processing
- Trained managers and timekeepers in the time and attendance system and timekeeping processes; prepared/improved training materials; redesigned/simplified time tracking documents (traditionally completed by hand) into editable/printable PDF forms which automated calculations and were much easier to complete/read

**Marketing Coordinator**

**June 2013 – November 2015**

**QuakeWrap, Tucson, Arizona**

- Working remotely, managed all marketing projects and tasks related to advertising, trade shows, collateral design and development, social media, email campaigns, video productions, and website improvements
- Researched and identified new marketing opportunities including print and digital advertising, directory listings, sponsorship, and trade shows; provided data driven feedback and suggestions for improving and optimizing sales and marketing strategies
- Spearheaded new processes and procedures such as: documenting all incoming calls to collect market research and identify trends; development of a Request for Information (RFI) process used to gather and compare offers, media kits and BPA/circulation reports from prospective media publishers; establishment of inventory controls such as a "Trade Show Packing List" form used to track promotional materials and collateral, and streamline preparation for special events
- Researched topics for content development; repurposed and optimized newly created and existing content for advertisements, websites, e-newsletters, press releases, award applications, and collateral; implemented a clear and consistent branding strategy
- Managed all social media channels including LinkedIn, Facebook, YouTube, Google+, and Twitter; created original blog posts, videos and graphics; curated engaging content to build brand awareness and reputation
- Assisted in the decision making process regarding media placement, campaign length and featured products and services; negotiated media contracts; prepared and signed insertion orders; managed marketing budget; tracked advertising schedules and invoices; created and delivered artwork; reviewed and approved proofs for quality assurance
- Proactively built a detailed matrix chart that visualized the relationships between the company's products, services, and targeted industries. This resource was used as framework for the reorganization and redesign of company's main database driven website

**Graphic Designer**

**June 2013 – November 2015**

**QuakeWrap, Tucson, Arizona**

- Used professional design standards to produce high-quality advertisements, brochures, logos, videos, business cards, publications, product data sheets, product labels, posters, e-newsletters, social media imagery, trade show signage, vehicle decals, and other sales and marketing materials in a variety of print and digital formats
- As the company's sole designer, successfully revamped and re-branded existing artwork and advertising copy by simplifying complex technical information into comprehensive concepts and targeted messages
- Demonstrated time and project management skills by working independently with minimum direction or supervision; took ownership of managing and coordinating multiple ongoing tasks, while adhering to deadlines with a sense of urgency
- Consistently praised for the quality and timeliness of completed assignments

**Administrative Receptionist**  
**QuakeWrap, Tucson, Arizona**

**June 2013 – October 2014**

- Excelled in role requiring the ability to handle a wide variety of tasks including: answering, screening, documenting and routing incoming calls and email inquiries; greeting visitors in a warm and courteous manner; customer service; internet research; data mining; problem solving; technical troubleshooting, data entry; document preparation and proofreading; database and records management; copying, scanning, faxing and filing paperwork; maintaining privacy and confidentiality; preparing incoming and outgoing mail and packages for distribution, and general executive and administrative support as requested
- Identified areas for improvement in policies, procedures, and business processes and delivered strategic recommendations to senior management on key issues
- Facilitated the development of new business forms, work procedures, and standards to improve efficiency and streamline office communication and documentation efforts; trained new administrative personnel
- Helped to plan and execute company events including annual company BBQ and holiday party

**Apple iOS Technical Support Advisor**  
**APAC Customer Services, Tucson, Arizona**

**May 2012 – November 2012**

- Provided technical assistance and customer support to Apple iPhone and iTunes users
- Built customer trust and confidence by demonstrating empathy, listening attentively, and explaining all options
- Identified and solved problems by asking appropriate probing questions, rapidly diagnosing hardware or software issues, effectively walking customers through troubleshooting steps over the telephone, escalating calls when needed, and ensuring customer satisfaction
- Maintained composure, patience, and a positive attitude when faced with demanding, irate callers and difficult situations; consistently surpassed customer satisfaction goals

**Customer Service Representative (Tier II)**  
**Agero, Tucson, Arizona**

**July 2001 – December 2011**

- Provided 10+ years of customer support in a busy call center environment for the automotive industry
- Took ownership of customer concerns and resolved complex issues with speed, accuracy and professionalism
- Commended in performance evaluations for consistently exceeding sales and productivity goals including customer retention, first call resolution, attentive listening skills, timeliness, and world class customer service
- Proactively developed and managed a department based intranet website used for training and record keeping
- Became a lead “go-to” person for particularly challenging calls; frequently trained and mentored new and established employees on company policies, procedures, and projects
- Awarded the peer-nominated “Associate of the Month,” in December 2006 and April 2008

**Market Research Interviewer**  
**ORC International, Tucson, Arizona**

**November 2000 – April 2001**

- Developed persuasive cold-calling and telephone communication techniques to effectively solicit and gain the trust and cooperation of randomly chosen poll participants
- Conducted public opinion surveys on a wide variety of political, social, and consumer topics by asking participants a series of scripted questions while maintaining a personable, but neutral demeanor
- Maintained the confidentiality and accuracy of all recorded responses
- Attended agency briefings on research projects, and was frequently selected to test new surveys before they were implemented company-wide

**Grocery Clerk**  
**Fry's Food & Drug Store, Tucson, Arizona**

**November 1998 – November 2000**

- Greeted guests, assisted customers with locating specific products, stocked and arranged products to shelves, executed accurate price checks, performed proper bagging techniques, loaded grocery bags into guests' vehicles, collected shopping carts from parking lot, followed all store-safety procedures, cleaned up spills, cleaned and sanitized work stations and restrooms, designed and set up advertising signs and displays to promote sales
- Demonstrated exceptional interpersonal and communication skills leading to robust relationships with customers, coworkers, and store leaders
- Delivered outstanding customer service in a fast-paced environment by responding quickly to patrons' needs, and ensuring all guests enjoyed a safe and satisfying store experience

**EDUCATIONAL BACKGROUND**

**Associate of Applied Science Degree: Digital Arts/Graphic Design**  
**Pima Community College, Tucson, Arizona**

**May 2009**

- 3.24 GPA; 103 Credit Hours
- Student member of the Tucson Ad Federation; two-time Pima Foundation Scholarship recipient