

# Nevaeh Gross

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## SUMMARY

Customer experience professional passionate about leading transformation initiatives that enhance client journeys. With six years of dedicated experience in developing customer experience strategies, creating actionable insights, and establishing effective communication across diverse teams. Led successful projects at Bright Future Innovations, focusing on journey mapping to identify areas for improvement. Verifiable record of elevating satisfaction through stakeholder engagement and voice of customer analysis. Eager to contribute skills towards impactful strategies at Innovative Solutions Group.

## EXPERIENCE

### Customer Experience Consultant

January 2023 - Present

Bright Future Innovations

Chicago, IL

Lead various CX transformation initiatives by optimizing customer journeys and implementing innovative experience design principles.

- Spearheaded customer journey optimization projects driving measurable improvements in user experiences.
- Collaborated effectively with product and engineering teams, integrating customer feedback into design iterations.
- Established KPIs to track customer satisfaction metrics resulting in substantial increases in NPS scores.
- Facilitated workshops focusing on design thinking techniques aimed at creating better service design solutions.

### CX Strategy Analyst

June 2020 - December 2022

NextGen Strategies

Peoria, IL

Assisted in crafting CX strategies by executing comprehensive analyses of customer journeys and offering valuable recommendations.

- Conducted deep examinations of customer journey maps leading to essential process enhancements.
- Led design thinking workshops contributing positively to improved service design methodologies.
- Supported business case developments demonstrating ROI potential for CX-driven initiatives.
- Worked toward securing increased budget allocations supporting customer-focused projects.

### Customer Insights Coordinator

August 2018 - May 2020

Visionary Insights LLC

Champaign, IL

Utilized customer data analytics to inform strategic decisions impacting the overall customer experience positively.

- Analyzed extensive customer data defining insights that significantly enhanced engagement measures.
- Implemented effective frameworks for measuring customer experiences through CSAT and NPS metrics.
- Regularly examined performance tracking systems ensuring continuous improvement timelines.
- Collaborated with relevant stakeholders to align insights with overarching CX strategies throughout the organization.

## LEADERSHIP & AWARDS

- Certified Customer Experience Professional (CCXP)
- Lean Six Sigma Green Belt

## EDUCATION

### Bachelor's Degree in Marketing

2018

University of Illinois GPA: 3.7

Champaign, IL

**Coursework:** Marketing Strategy, Consumer Behavior, Business Analytics, User Experience Design

## CERTIFICATIONS

- Certified Customer Experience Professional (CCXP) 📅 2021
- Lean Six Sigma Green Belt 📅 2020

## TECHNICAL SKILLS

- **Customer Experience Tools:** Qualtrics, Medalia, SurveyMonkey
- **Data Analytics Software:** Tableau, Power BI, Google Analytics
- **Design Thinking Frameworks:** Figma, Adobe XD, Miro
- **Collaboration Platforms:** Slack, Microsoft Teams, Trello
- **Project Management Tools:** Asana, JIRA, ClickUp
- **CSAT/NPS Measurement Tools:** Medalia, Feedbackify, QuestionPro

- **Statistical Analysis Tools:** SPSS, R, Python
- **Presentation Tools:** Microsoft PowerPoint, Google Slides, Prezi
- **Document Management Systems:** SharePoint, Confluence, Box
- **Experience Design Technologies:** Adobe Creative Suite, Sketch, Axure RP

**SKILLS**

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- Customer Experience Strategy
- Stakeholder Engagement
- Digital Transformation
- Service Design
- Journey Mapping
- Cross-Functional Leadership
- CX Measurement Frameworks
- Business Case Development
- Data Analysis
- Customer Insights
- Executive Communication
- Operational Improvement
- Design Thinking
- Voice of Customer
- Governance Management

**PROFESSIONAL AFFILIATIONS**

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- Member, Customer Experience Professionals Association
- Volunteer, Local Community Outreach Programs

**LANGUAGES**

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- English (Native)
- Spanish (Intermediate)

**ADDITIONAL INFORMATION**

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**Work Status** : Authorized to work in United States. No sponsorship required.

**REFERENCES**

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AVAILABLE ON REQUEST