



# Nevaeh Gross

## Customer Experience Subject Matter Expert

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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

Bright Future Innovations 📅 January 2023 - Present 📍 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

NextGen Strategies 📅 June 2020 - December 2022 📍 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

Visionary Insights LLC 📅 August 2018 - May 2020 📍 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

### STRENGTHS

- ♥️ **Empathetic Listening**  
Capabilities built from actual interactions helped customers feel valued and understood, boosting trust and loyalty.
- 📊 **Data-Driven Decision Making**  
Focused evaluation and prioritization of metrics led to informed strategies that brought tangible benefits.
- 🗣️ **Workshop Facilitation**  
Effective leadership during collaborative sessions fostered productive conversations that shaped service designs.
- 👥 **Stakeholder Engagement**  
Proactive relationship building elevated confidence within cross-functional teams, streamlining project execution.
- 💡 **Strategic Thinking**  
Insightful analysis translated into actionable customer experience strategies, effectively bridging gaps in operational goals.

### SKILLS

Customer Experience Strategy

Journey Mapping Data Analysis

Design Thinking

Stakeholder Engagement

Cross-Functional Leadership

Customer Insights

Voice of Customer

Digital Transformation

## CX Measurement Frameworks

Executive Communication

Governance Management

Service Design

Business Case Development

Operational Improvement

## LANGUAGES

English Native

Spanish Intermediate

## MY CAREER



- Customer Experience Consultant at Bright Future Innovations (3.4 Years)
- CX Strategy Analyst at NextGen Strategies (2.5 Years)
- Customer Insights Coordinator at Visionary Insights LLC (1.8 Years)

## EDUCATION

### Bachelor's Degree in Marketing

University of Illinois 🎓 GPA: 3.7 📅 2018 📍 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

## PROFESSIONAL AFFILIATIONS

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

## ADDITIONAL INFORMATION

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

## REFERENCES

AVAILABLE ON REQUEST