

Brooklyn Ballard

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SUMMARY

Dedicated customer service professional with over 2 years of experience in high-volume call center environments. Proven track record delivering exceptional service and support, enhancing customer satisfaction, while maintaining productivity metrics. Strong communicator with expertise in problem-solving and process improvement, fostering a positive team atmosphere while improving experiences through collaboration and feedback.

EDUCATION

Bachelor of Arts in Communication

2026

University of Illinois GPA: 3.8

Champaign, IL

Coursework: Media Studies, Interpersonal Communication, Public Relations, Organizational Communication

TECHNICAL SKILLS

- **CRM Systems:** Salesforce, Zendesk, SugarCRM
- **Communication Tools:** Slack, Microsoft Teams, Zoom
- **Training Platforms:** Udemy, Coursera, LinkedIn Learning
- **Statistical Software:** SPSS, Excel, Google Sheets
- **Project Management Tools:** Trello, Asana, JIRA
- **Collaboration Tools:** Miro, Lucidchart, Notion
- **Webinar Platforms:** GoToWebinar, Webex, Zoom
- **Documentation Tools:** Confluence, SharePoint, Evernote
- **Mobile Development Platforms:** Android Studio, Xcode, React Native
- **Support Analytics Tools:** Google Analytics, Hotjar, Mixpanel

SKILLS

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|----------------------|--------------------------|--------------------------|--------------------------|
| • Customer Service | • Data Analysis | • Feedback Management | • Crisis Resolution |
| • Problem Solving | • Training & Development | • Technology Familiarity | • Performance Metrics |
| • Communication | • Project Management | • Time Management | • Interpersonal Skills |
| • Team Collaboration | • Call Center Operations | • Quality Assurance | • User Experience Design |

EXPERIENCE

Customer Service Simulation

January 2026 - May 2026

University Project

Chicago, IL

Supported a simulated call center environment by developing efficient customer service protocols aimed at maximizing customer satisfaction. Engaged actively in role-play exercises that heightened communication skills and team collaboration.

- Implemented best practices in customer service to enhance user interactions during simulated calls.
- Leveraged feedback to pivot strategies improving service delivery effectiveness.
- Engaged in peer evaluations which realized strategic process improvements for training manuals.
- Conducted role-play scenarios facilitating enhanced confidence in handling inquiries.
- Documented each interaction meticulously, providing usable insights for future training sessions.
- Presented key learnings and proposals to faculty, leading to an acknowledged improvement plan.

Customer Experience Analysis

September 2025 - December 2025

Academic Research

Chicago, IL

Analyzed consumer feedback from multiple channels to identify services requiring enhancements, focusing on overall customer satisfaction levels. Worked collaboratively with a research team to create actionable solutions based on our findings, ensuring future excellence in service protocols.

- Applied statistical tools effectively to quantify levels of customer satisfaction across various service touchpoints.
- Delivered strategic recommendations based on analysis, influencing responsiveness of next-step service actions.
- Facilitated a collaborative project leading to the drafting of new operational guidelines enhancing service delivery.
- Composed training resources derived directly from research outputs for classroom use.
- Ensured ongoing engagement with peers to mentor on best practices seen throughout the project.

- Presented impactful results to stakeholders resulting in renewed company-wide commitment to service improvement.

Customer Support App Development

June 2025

Hackathon Project

Chicago, IL

Participated in an intense group challenge to design a prototype mobile app tailored for customer support needs. Focused particularly on implementing features that enhanced usability and function for end users throughout development.

- Collaboratively created a prototype considered innovative within the cohort aimed primarily at efficiency and utility.
- Gathered user feedback driven insights during extensive testing phases refining core functionality.
- Worked closely with developers ensuring essential app components matched outlined experience objectives.
- Showcased the app ultimately to judges, receiving enthusiastic recognition for practicality and design.
- Managed team dynamics well under pressure, meeting tight deadlines while achieving defined goals.

LEADERSHIP & AWARDS

- Dean's List, University of Illinois, 2024 - 2026

CERTIFICATIONS

- Customer Service Excellence Certification 📅 2026
- Teamwork & Collaboration Training 📅 2026

PROFESSIONAL AFFILIATIONS

- Member, Communication Club, University of Illinois, 2024 - Present
- Volunteer, Local Food Bank, Chicago, IL, 2025 - Present

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

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

REFERENCES

AVAILABLE ON REQUEST