

LIZETTE M. LOPEZ

✉ 6822 22nd Ave N, St Petersburg, FL 33710

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✉ Liz@LizMLopez.com

Bilingual (English-Spanish) solution-oriented, Operations Management professional with extensive business communications, operations analysis, process coordination, business optimization, training, high performance team development, presentation design, public speaking, and social media strategy experience. Skilled in partnering with multiple departments to make sound business decisions based on analyses of short and long-term business needs. Proven success in developing strategic plans that build strong internal alliances, maximize business results, deliver winning solutions for customers and exceed bottom-line business objectives.

PROFESSIONAL STRENGTHS

CALL CENTER LEADERSHIP	OPERATIONS MANAGEMENT	SALES & SERVICE
<ul style="list-style-type: none">▪ Training and Quality Management▪ Team Development and Management▪ Key Performance Indicator Monitoring▪ Metric Reporting and Analysis▪ Script and Workflow Development▪ Workforce Management Compliance▪ Staffing Forecasts and Hiring Plans▪ Call Routing and Telephony Strategies	<ul style="list-style-type: none">▪ Strategic Planning and Project Design▪ Operations Analysis and ROI Assessment▪ Budget Management and Reporting▪ Recruiting & Development Strategies▪ Cost Savings and Process Optimization▪ Outsourcing and Vendor Management▪ Service Level Agreements▪ Performance Evaluation Procedures	<ul style="list-style-type: none">▪ Sales and Customer Service Training▪ Inbound/Outbound Sales▪ Conversion Rate Strategies/Reporting▪ Direct Mail and Collections Strategies▪ Goal Setting and Objective Alignment▪ Escalated Call Resolution▪ Regulatory Compliance and Complaint Resolution

Recognized by LinkedIn for having one of the top 10% most viewed LinkedIn profiles for 2012
Recipient of the highly regarded “Running the Engine” and “Circle of Excellence” corporate awards at Capital One

CAREER EXPERIENCE

PROFESSIONAL RESUME DESIGNER AND BUSINESS WRITER

WWW.LIZMLOPEZ.COM, ST. PETERSBURG, FL

2007 – Present

Provide consulting services to businesses of all sizes (individual entrepreneurs to large corporations) to develop brand identity, tell their business story honestly, and create a compelling “call-to-action” about their product or service. Create customized branding/marketing content to be used in multiple media channels such as print, websites, blogs, videos, webinars, social networks (Facebook, Twitter, LinkedIn, etc.) and PowerPoint presentations.

- Conceptualize and authored corporate and customer-based communication plans.
- Design high-end, high-impact resumes with strategic key-wording for professionals seeking employment.
- Manage brand and customer-facing content and educational materials for business selling How-To programs.
- Create high-impact, customized PowerPoint presentations for education, sales, and marketing organizations.
- Author high-end, search-engine optimized website content for local and national companies.
- Design and facilitate Business Education courses: Facebook, Twitter, LinkedIn, Strategic Goal Setting, etc.
- Consult with business owners and corporate leaders to design and launch marketing and operational strategies for reaching and achieving sales forecasts, revenue objectives, and cost management needs.

INTERIM BUSINESS OPERATIONS SUPPORT MANAGER

VERIZON CONSUMER AND MASS BUSINESS, TAMPA, FL

2012 – 2012

Management of the strategic objectives and daily results for the Florida Sales Organization including Call Centers, Retail Locations, Multi Dwelling Unit Account Managers, Door-to-Door Sales force for Consumer and Business Operations. Create all department communications and prepare highly sensitive Operational Review presentation for Director to present to the Chief Operating Office (COO), Chief Marketing Officer (CMO), and Chief Information Officer (CIO).

- Developed organization action plans and initiatives for Florida Sales Director and coordinated sales channel activity to deliver up to 140% of sales objectives each month.
- Appointed by Area President to lead four week taskforce that identified \$7M in incremental annualized revenue opportunities and \$2.5 million in annualized cost savings.
- Managed the Workforce Resource Management Group to ensure efficient call center operations including meeting targets in Service Levels, Average Handle Time, and Utilization.
- Championed a 700% improvement in Region Wide Net Promoter Score, the standard measure of Quality and Customer Service for Verizon. Ranked top in nation for Be The Reason, the national call center quality measure, three out of five months in row.

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CALL CENTER ANALYST AND TRAINING MANAGER

PODS: PORTABLE ON DEMAND STORAGE, CLEARWATER, FL

2005 – 2008

Direct report to S.V.P. of Contact Center Operations accountable for creating the strategic plan and multi-million dollar budget for the international contact center organization. Partnered with executives in Marketing, Operations, Risk Management and Franchise Relations to ensure strategic alignment. Managed team of Data Architects in the development and implementation of database and reporting systems. Managed team of Trainers and Quality Development associates. Prepared ROI analyses, Service Level Agreements, and site implementation plans.

- Built strong, long-term relationships with peers, associates, and leaders in Call Center and adjacent departments.
- Developed call center strategy yielding \$1M cost savings and \$7M in incremental revenues for 2008.
- Led the creation of sophisticated, user-friendly performance dashboard tools enabling Managers to identify and optimize agent behavior. This favorable impacted bottom-line results and improved the work experience.
- Contributed to a 25% year over year increase in unit sales by coaching and partnering with internal and external Managers to ensure success in KPI metrics.
- Improved quality monitoring feedback cycle from three days to minutes by migrating process from paper sheets to a streamlined, digital system.
- Leadership role in cross-functional team with IT and Marketing to author engaging and effective scripting for Automated Phone System resulting in a 10% drop in agent assisted calls in first six months.
- Created result based presentations for Board of Directors, Executive Staff and Franchise Community.

RELATIONSHIP MANAGER / OPERATIONS ANALYST (2003 – 2005)

CAPITAL ONE, TAMPA, FL

1998 – 2005

Developed contact center strategic plan for individual lines of business. Ensured compliance with plan through systematic monitoring of the global contact center performance metrics. Prepared ROI analyses and Service Level Agreements on behalf of internal customers. Developed action plans in response to gaps and engaged in continuous ideation to create incremental cost savings and balance build initiatives.

- Cultivated credibility and trust with Senior Leadership of over 6 individual lines of business.
- Developed call center servicing strategy that yielded \$5.5 million in cost savings and \$150 million in incremental balances for 2004 resulting in multiple corporate awards for strategic planning.
- Partnered with operational leaders of individual lines of business to develop key performance indicators.
- Completed first-ever alignment of external supplier performance goals with line of business budgets.
- Provided analytical support for the launch of international sites in India, Costa Rica and the Philippines.
- Created and delivered business results presentations to Senior Leadership including SVPs and COO.

SENIOR PROJECT COORDINATOR / OPERATIONS ANALYST: HISPANIC LINE OF BUSINESS (2001 – 2003)

Analyzed and reported financial performance of the line of business to establish cost-efficiency goals and strategic plan. Developed and implemented outbound collections initiatives to reduce delinquencies and minimize losses.

SENIOR CREDIT ANALYST: HISPANIC LINE OF BUSINESS (2000 – 2001)

Analyzed thousands of archived credit card applications and conducted retro-tests on to evaluate accuracy of computerized decision logic for credit card application. Prepared quantitative and qualitative reports on findings.

BILINGUAL CREDIT SERVICES AGENT (SPANISH) (1998 – 2000)

Handled inbound calls from credit applicants concerning applications for consumer credit and processed more than \$90 million in credit applications.

EDUCATION

**MASTER'S CERTIFICATE IN
PROJECT MANAGEMENT**

GEORGE WASHINGTON UNIVERSITY IN
ASSOCIATION WITH ESI INTERNATIONAL

**SIX SIGMA MANAGEMENT
TRAINING**

CAPITAL ONE UNIVERSITY

**BA, INTERDISCIPLINARY SOCIAL SCIENCES,
DUAL FOCUS SOCIOLOGY AND ECONOMICS**

UNIVERSITY OF SOUTH FLORIDA

MICROSOFT EXCEL *POWERPOINT * WORD * OUTLOOK

WITNESS QUALITY MONITORING, ASPECT, AVAYA, NORTEL SYMPOSIUM/CCM, IEX TOTALVIEW WFM, CTI, VOIP
SOCIAL MEDIA SAVVY: FACEBOOK, LINKEDIN, TWITTER, PLAXO, HOOTSUITE, TWEETDECK, MAIL CHIMP, AND OTHERS.