

Tiffany Brackens

Virtual Assistance | Customer Engagement | Executive Support

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CAREER PROFILE

Meticulous, solution-focused professional working at the intersection of administration and office management, workflow organization, and senior stakeholder engagement to drive streamlined business performance and deliver high-quality executive support. Specialize in defining and translating customer needs into outstanding individualized experiences that promote satisfaction and retention while maximizing time and resources. Influential relationship builder and collaborative team player with a talent for maintaining confidentiality in managing sensitive data.

KEY SKILLS & STRENGTHS

- Collaboration & Teamwork • Digital Communications (Written & Oral) • Relationship Building
- Customer Support & Service • Conflict & Issue Resolution • Negotiation, Influencing & Advising
 - Process Analysis & Improvement • Administration • Calendar, & Schedule Management
- Planning, Organization & Prioritization • Marketing & Social Media Management • Office Representation
- Decision-making Under Pressure • Time Management & Multitasking • Detail & Deadline-orientation
 - Self-motivation & Quick Learning

CAREER HISTORY

Virtual Executive Assistant
Zirtual, N-Virtual, TBVA

2015 – Present
Remote

Drive meaningful brand/service engagement, crafting and distributing influential marketing collateral and newsletters across multiple digital channels to crucial demographics. Service vital financial processes, including bookkeeping and invoice management. Spearhead day-to-day administrative and virtual support operations, promoting a culture of quality, client-focused service delivery, and continuous improvement to maintain best-in-class standards.

- Prioritize accuracy and efficiency in managing critical administrative functions to streamline efficiencies while providing outstanding organizational representation.
- Deliver outstanding customer experiences as the principal point of inquiry via phone, email, and face-to-face; nurture authentic relationships, define individual needs, and overdeliver on expectations.
- Build internal processes around established company policies and procedures while maintaining compliance with proper data security/protection protocol.
- Continuously update knowledge of company products and services to provide cutting-edge information and targeted support to satisfy customer queries and drive long-term retention.
- Optimize the company's social presence, effectively managing official LinkedIn, Google+, Twitter, and Facebook accounts.
- Foster strong trusting relationships with senior leadership to gather/understand their specific requirements and provide high-quality, bespoke executive support.
- Orchestrate and support meetings/conferences; manage all servicing requirements, including bookings, vendor coordination, material distribution, and minute-taking/action tracking.
- Facilitate domestic and international travel while harmonizing complex calendars to maximize time.
- Lead business development strategies through sales management (closing high-value opportunities) and eBay account optimization.

CAREER HISTORY CONTINUED

Customer Support Manager & Data Entry Getro

2018 – 2020

Maintained meticulous records of all customer interactions and actions taken to ensure continuity of service.

- Embedded a customer-first approach in all aspects of service delivery to build a motivated, productive, and team-focused culture in which challenging KPIs and SLAs were consistently met.
- Managed a high volume of inbound customer inquiries via email and live chat, gathering insights into specific issues before implementing appropriate solutions to enhance satisfaction.
- Fostered complaint and issue resolution expertise, de-escalating sensitive situations with tact, diplomacy, and discretion.

Electronic Funds Transfer / ATM Specialist Catalyst Corporate Federal Credit Union

2012 – 2013
Plano, TX

Coordinated a general/shared e-mail inbox by reviewing and distributing customer inquiries to appropriate divisions for timely resolution. Maintained account ledgers and enhanced accuracy through regular account reconciliations. Reviewed and cross-referenced high-volume pay control spreadsheets with corresponding data to verify accuracy. Analyzed, diagnosed, and supported customers in resolving digital banking technical issues before providing guidance and education to elevate their technical capabilities.

- Informed colleagues with targeted reports and qualified decision-making.
- Employed procedural best practices to safeguard information when sending and receiving Automatic Clearing House (ACH) and Electronic Fund Transfers (EFT) files.
- Partnered with Program Managers and payment solution clients to boost operational support.
- Facilitated the timely completion of ACH banking transactions by creating and maintaining positive pay files and transfer fund reports.

PT Contact Center Specialist / Loan Processor / Telephone Banker CUNA Mutual

2009 – 2013
Fort Worth, TX

Liaised directly with applicants to gather and process mortgage, personal, credit card, and automobile loan applications; reviewed files to verify the data was complete, accurate, and compliant with institutional standards. Maintained compliance with internal policies/procedures in executing account-related transactions.

- Delivered individualized customer solutions by defining their specific needs and advising on appropriate products and services – capitalizing on sales opportunities as appropriate.
- Served as a point of escalation for complex customer problems, investigating issues, gathering additional data, managing expectations, and consulting cross-functional teams to determine the root cause and solutions.
- Bridged the gap between clients, Financial Advisors, Wealth Management Bankers, and Mortgage Loan Officers to achieve a streamlined, cohesive approach to service delivery.

IT & TECHNICAL SKILLS

- Google Workspace • Microsoft Office Suite • Technical Troubleshooting • Helpdesk Support (Installation, Maintenance)
 - Project Management Software • CRM • ERM • AR/AP • Website Development and Management

EDUCATION

Bachelor of Computer Science, Dakota State University

2014