# Sam Riojas

## Sr. Customer Experience And Support Operations

Experienced Sr. Customer Experience Manager bringing more than 10 years of quality performance in customer support supervisory roles and client relationship management. Skilled in mentoring team members to deliver exceptional service and building team morale through effective communication and positive performance feedback. Accustomed to defusing customer dissatisfaction and managing competing priorities with superior results.

## Work History

**2001-01 - Current**

### Owner and Founder

*RioWare, Austin, TX*

- Instructed proposal team in use of computer software graphical elements, page design and aesthetic standards.
- Reduced budgetary expenditures by effectively negotiating contracts for more advantageous terms.
- Stayed current with market trends to determine optimal pricing of goods and services and to capitalize on emerging opportunities.
- Worked alongside small business owners to create unique designs to translate artistic vision into web presence and brand identity.
- Designed interfaces and graphics for presentations and mobile-delivered applications to enhance content.
- Designed and implemented website from initial concept, site architecture and wire frames to finished deliverable.
- Explained technical information in clear terms to non-technical individuals to promote better understanding.
- Removed malware, ransomware and other threats from laptops and desktop systems.
- Created support documentation that empowered and enabled user community to extend skills,

## Contact

**Address**
Austin, TX, 78744

**Phone**
(512) 887-8071

**E-mail**
sam@samr.io

**LinkedIn**
www.linkedin.com/in/samrio

## Skills

Relationship building and management

Product and service sales

Staff Management

Customer experience

Operations

Vendor management

Business development and planning

Google Drive

Microsoft Office Suite

leverage system features and find resolutions to questions without intervention from support team.
- Configured hardware, devices and software to set up work stations for employees.

**2014-06 - 2019-11**

### Director of Client Success

*Trusource Labs, Austin, TX*

- Managed up to 12 Accounts as General Manager of Operations & Director of Client Success providing thought leadership, strategy, and vision for the Incubation services group.
- Directly oversee a team of up to 60 support specialists, with 4 salaried client and team manager direct reports.
- Worked cross-functionally to plan and build client loyalty; effectively communicate with clients with a strong interest in fulfilling the needs of clients while maintaining business integrity.
- Took the lead to evaluate existing processes and create plans to implement best practices and improved processes.
- Skillfully manage organizational change, spearhead turnarounds; positioned company for growth by instituting a procedural overhaul that covers driving corrective actions, to provide an immediate improvement on any shortfalls in the clients' experience.
- Aggressively facilitated improved internal processes, tools, communication and product feedback using the "Make It Better" methodology for multiple start-up companies in various stages - from beta to production, and from early adoption to general availability.
- Developed and equipped leaders while shaping culture; overhauled and managed operations and all core functions, including balancing strong client and employee satisfaction, leadership development, team training, quality programs, workforce management, and continual service improvements.

Customer service expert

Staff education and training

Mac systems

Application support

Supervision

Process improvement

Operational improvement

Inter-department collaboration

Payroll and budgeting

Strategic Planning

Team Building

Training and mentoring

CRM

Account management

- Managed software implementations and consulting services, including building use case, project plan, time management, workload balancing, and risk analysis.
- Negotiated and drafted various service and solutions contracts and Change Requests, including Master Services Agreements.
- Performed billing, collection and reporting functions for department generating over $3 to $4 million annually.
- Drove implementation of Microsoft Flow to automate HR functions, including promotions, salary and employee status changes.

**2013-07 - 2014-06**

### AppleCare Technical Advisor

*Apple, Inc, Austin, TX*

- Achieved operational excellence by enhancing the customer experience and recommending additional or complementary services.
- Exemplified exceptional customer support and followed up on all inquiries via phone and email channels to a user of iTunes, Apple iOS, and Mac products.
- Assisted AppleCare Worldwide training as a subject matter expert; worked with Tier 1 support personnel to resolve complex technical escalations and took ownership of escalated customer contacts through resolution.
- Partnered with business leaders to deliver services that supported company roll out of a new customer service initiative.

**2013-02 - 2013-07**

### Social Media Consultant

*Mood Media, Austin, TX*

- Managed social media accounts for 10 clients, generating interest for existing and upcoming product or service releases.
- Developed marketing content such as promotional materials and advertisements for social media.

- Analyzed social media campaigns and activities for effectiveness and made recommendations for improvement to increase engagement.

**2010-07 - 2011-07**

### Entertainment Market Manager

*Walmart Stores Inc*

- Liaised between senior management and front-line entertainment team members to implement effective merchandising changes and revitalize market entertainment department growth.
- Created sales cycle plan through product marketing, prospecting, promotion and merchandising for proper product visibility.
- Set sales quotas, established performance expectations and visited retailers to optimize sales and customer service.
- Developed merchandise plans to purchase various highly sought-after items to increase sales.
- Designed displays to deliver interactive, engaging and memorable store experiences for shoppers.
- Established sales quotas and explained performance expectations in routine meetings to optimize sales and customer service.

**2004-10 - 2010-07**

### Assistant Store Manager

*Best Buy, Oklahoma City, OK*

- Met or surpassed business targets regularly through employee engagement and forward-thinking planning.
- Reviewed performance data to monitor and measure productivity, goal progress and activity levels.
- Helped with planning schedules and delegating assignments to meet coverage and service demands.
- Assessed job applications and made hiring recommendations to bring in top candidates for key vacancies.
- Rotated merchandise and displays to feature new

products and promotions.

- Scanned and entered new inventory, updated numbers and investigated variances.

**1999-09 - 2004-08**

### Staff Sergeant

*United States Air Force, Tinker AFB, OK*

- Security Forces, 72nd Security Forces Squadron
- Led, managed, supervised and performed protection duties, including the use of deadly force to protect personnel and resources. Provided armed responses.
- Attained the rank of Staff Sergeant, and directly supervised five Airmen. Conducting scheduled and impromptu evaluations to assess work performance and knowledge of security procedures.
- Selected as Non-Commissioned Officer in Charge of Bicycle Patrol Operations led, managed, trained, and supervised a team of 12 bicycle patrol security personnel for Tinker AFB.

# Education

**1997-08 - 1999-05**

### High School Diploma

*Del Rio High School - Del Rio, TX*

**2010-01 - Current**

### Bachelor of Science: Management Information Systems

*University of Oklahoma - Norman, OK*

# Accomplishments

- **Company Awards:** Trusource Labs Quarterly Achiever Award (x3); Trusource Labs Quarterly Supervisor Award; Trusource Labs Founders Innovation Award
- **Military Awards:** Air Force Longevity Service Award; Global War on Terrorism Expeditionary Medal;

Armed Force Expeditionary Medal; Air Force Good Conduct Medal; Air Force Outstanding Unit Award; Air Force Achievement Medal; Defense Meritorious Service Medal; Defense Superior Service Medal; Defense Distinguished Service Medal.

## Volunteer Work

- Webmaster, Graphic and Web Designer, CMS volunteer for Friends of the Shelter Foundation. A non-profit Oklahoma based pet rescue organization founded in 2013. Manage Wordpress implementation, design, server maintenance, form automations, Google Administrator, and perform various IT related strategy and decision making on behalf of the organization. www.shelterfriends.org