Camryn Rizzo

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Education

Metropolitan State University of Denver **Graduated May 2026**

Bachelor of Science in Marketing *Denver, CO*

Certifications: Professional Diploma in Digital Marketing (MSU Denver), Google Analytics, Google Search Ads, Google Display Ads, HubSpot Email Marketing, HubSpot Content Marketing

Projects

Freelance **Aug. 2020 - Present**

Freelance Marketing Consultant *Chicago, IL*

- Filmed and edited promotional video content, created graphics for small businesses; strategically organized posting schedules
- Designed print-ready marketing collateral, product packaging, and labels
- Maintained web content and digital assets using content management systems, ensuring timely and accurate deployment across channels
- Managed CRM audience segmentation and customer profile updates based on purchase behavior, engagement history, and preferences
- Coordinated in-person pop-up and brand activation events from concept through execution to drive brand awareness
- Monitored campaign delivery, tracked performance KPIs (open rates, CTR, conversions), and troubleshot data sync or platform issues independently

Experience

Uber **Sep. 2025 - Sep. 2026**

Senior Core Escalations Specialist II *Chicago, IL*

- Managed intake, triage, and resolution for 500+ complex escalation tickets monthly, maintaining a 78% First Contact Resolution (FCR) rate and top 5% CSAT ranking
- Troubleshot and diagnosed API connectivity, system errors, and data processing issues, partnering closely with Engineering and Product teams to document bugs and track technical fixes in JIRA
- Identified recurring operational and technical trends, providing actionable insights and updating internal documentation and runbooks to improve team efficiency

Face Foundrie **May 2026 - Aug. 2026**

Marketing Intern *Chicago, IL*

- Assisted in execution of local marketing campaigns with external business partners, promotional email scheduling, and customer engagement initiatives, driving a 10% increase in service bookings
- Supported A/B testing for email subject lines and social media content/post times during seasonal marketing campaigns
- Assisted in compiling campaign performance reports to guide internal promotion strategies

Frndly TV **Jan. 2024 - Aug. 2025**

Customer Experience Specialist II *Denver, CO*

- Owned real-time customer feedback channels and support tickets, maintaining a weekly CSAT rating of 4.8+ out of 5
- Diagnosed and resolved technical platform issues, account access barriers, and payment discrepancies with high speed and accuracy
- Tracked and analyzed customer feedback and user interactions to surface trends, generating weekly metrics reports for Product and QA leadership

Skills

Marketing support: Email marketing, content marketing, social media marketing, A/B testing, marketing collateral design, social listening, KPI tracking and adherence
Customer Operations: Zendesk, Salesforce, root-cause analysis, escalation management, client onboarding, churn mitigation, SLA adherence, cross-functional collaboration, customer advocacy
Design tools: Adobe Suite (inDesign, Premiere Pro, Photoshop), Canva, Figma
Frameworks/Technologies: HTML/CSS, JavaScript, SQL, Liquid Markup, API integration, WordPress, Shopify
Productivity Systems: JIRA, Confluence, Google Workspace, Microsoft Office (Excel, Word, Powerpoint), Slack, Notion, Qualtrics, HubSpot, AI-assisted tooling