

# Renata Baumgartner

## Customer Service Lead

San Mateo · CA · US

renata.baumgartner@email.com |

(650) 372-1948 |

linkedin.com/in/renatabaumgartner

## Profile

Results-driven professional with over 12 years of experience in customer-centric roles across retail, e-commerce, and service operations. Demonstrated ability to manage high-volume workflows, coordinate cross-functional teams, and deliver consistently strong customer experiences. Adept at using digital tools and platforms to streamline operations and improve service efficiency. Recently exploring a transition into the technology sector with a focus on product coordination and user experience support. Currently pursuing foundational training in AI applications and agile product development methodologies. Motivated to contribute transferable skills in communication, problem-solving, and operational execution to a fast-paced tech environment, while developing deeper expertise in enterprise product management.

## Skills

Customer Experience & Relationship Management, Cross-Functional Collaboration, Basic Project Coordination, Stakeholder Communication, Problem Solving & Critical Thinking, Time Management & Prioritization, Data Entry & Documentation, Inventory & Order Tracking, Microsoft Office (Word, Excel, Outlook), Google Workspace (Docs, Sheets, Slides), CRM Software (Salesforce, Zendesk – basic familiarity), Point-of-Sale (POS) Systems, Process Documentation, Meeting Coordination & Note-Taking, Report Generation (basic dashboards), Team Collaboration Tools (Slack, Asana – introductory use), Conflict Resolution, Attention to Detail, Active Listening, Written & Verbal Communication, Task Automation (basic workflows in Google Apps), User Support &

Feedback Collection, Retail Operations, E-commerce Platforms (Shopify, Amazon Seller Central), Multitasking in Fast-Paced Environments, Training & Onboarding Support (peer-level), Budget Tracking (expense logs, team petty cash), Regulatory Compliance (OSHA, safety standards), Timekeeping & Scheduling

## Languages

### English | – Present

Native

### Spanish | – Present

Intermediate – conversational

## Awards

### Improved CSAT by 0.4 points | Over 18 months

Urban Threads Collective

Improved CSAT by 0.4 points over 18 months in current role through standardized follow-up procedures and enhanced documentation.

### Reduced product damage rate by 40% | – Present

Urban Threads Collective

Reduced product damage rate by 40% by identifying and addressing packaging weaknesses in e-commerce fulfillment.

### Trained 6 new employees | – Present

Urban Threads Collective

Trained 6 new employees in customer service workflows and system usage, contributing to team efficiency and consistency.

### Streamlined internal knowledge sharing | – Present

Urban Threads Collective

Streamlined internal knowledge sharing by creating an organized digital repository for service documentation.

## Certifications

### Salesforce Administrator Basics | – Present

Trailhead

### OSHA Workplace Safety Certification | Valid through 2025

OSHA

## Interests

### Technology trends | – Present

### UX design blogs | – Present

### hiking | – Present

### community volunteering at local food bank | – Present

## Experience

### Urban Threads Collective — San Mateo, CA

Customer Service Lead | Mar 2020 – Present

Support daily operations of an e-commerce-focused apparel brand with 15 employees and 8K+ monthly orders. Serve as first point of contact for customer inquiries via email, chat, and phone; resolve 95% of issues within 24 hours. Coordinate with warehouse and shipping teams to track order fulfillment and escalate delays. Maintain and update customer accounts in Salesforce; ensure data accuracy across 12K+ active profiles. Draft weekly summaries of customer feedback for team leads; identified recurring sizing concerns that informed catalog revisions. Trained 6 new team members on service protocols, product knowledge, and system navigation. Implemented a shared Google Drive folder for service scripts and FAQs, reducing onboarding time by 20%.

- Increased average customer satisfaction (CSAT) score from 4.2 to 4.6 over 18 months through consistent follow-ups and proactive issue resolution.
- Reduced response time to high-priority tickets by 30% by reorganizing shared inbox priorities.

### Urban Threads Collective — San Mateo, CA

E-Commerce Operations Coordinator | Aug 2017 – Feb 2020

Managed daily order processing across Shopify and Amazon channels; handled on average 250+ orders per day. Monitored inventory levels in collaboration with warehouse staff; flagged low-stock items to prevent fulfillment delays. Supported marketing team with product listing updates, promotional campaign tracking, and customer segmentation requests. Generated weekly sales reports using Excel; shared insights on top-performing SKUs and return rates. Liaised with third-party logistics partners to resolve delivery discrepancies.

- Identified a recurring packaging error leading to damaged goods; coordinated a packaging redesign that reduced damage claims by 40%.

### MarketPlace Department Stores — Redwood City, CA

Retail Associate / Shift Supervisor | Jun 2012 – Jul 2017

Delivered customer service on the sales floor, in fitting rooms, and at checkout counters in a high-traffic retail environment. Operated POS systems for transactions, returns, and exchanges; balanced cash drawers with 99.8% accuracy. Supervised shifts with 4–6 associates; assigned tasks and ensured coverage during peak hours. Assisted in monthly inventory counts and cycle audits; reported discrepancies to store management. Participated in rollout of new loyalty program; trained staff and educated customers on benefits. Exposure to back-end systems for order tracking, vendor returns, and price adjustments.

## Education & Training

### Bachelor of Arts, Communication Studies

San Francisco State University

Aug 2008 – May 2012

## Projects

### AI for Everyone | – Expected completion: August 2024

Coursera course by Andrew Ng, in progress.

### Agile & Scrum Fundamentals | – March 2023

LinkedIn Learning course, completed.

### Data Literacy for Non-Data Roles | – November 2022

General Assembly Workshop, completed.

## References

### Available upon request

References available upon request.