

ALAINE CARRELLO

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INNOVATIVE~ Communicator ~ CREATIVE

VISION | ASSESSMENT | STRATEGY | DEVELOPMENT | DELIVERY | SUPPORT

Creative and innovative communications manager with success in developing and delivering high-impact communications through the identification of employee needs. Well-versed in performance management processes and maximizing solutions that encourage change and the adoption of habits conducive to a higher quality of production and performance. Contributing author to Trainingmagazine.com.

- Brand Advocate
- Creative Writer
- Employee Experience
- Program Development
- Performance Management
- New Hire Experience
- Training Delivery
- Process Improvement
- Needs Assessment
- Materials Development
- Workforce Engagement
- Corporate Training
- Customer Experience
- Instructional Design

PROFESSIONAL EXPERIENCE

Verizon Wireless

1995 - Present

MANAGER ~ COMMUNICATIONS (2019-Present) Alpharetta, GA

Establish the voice of our culture by building long-term communication strategies based on feedback and the needs and wants of V Teamers.

- Increase employee engagement tool utilization and satisfaction through targeted communications strategies to build awareness, engagement and competencies.
- Advocate for our internal customers when building strategies by knowing what they want and need and always putting them at the forefront of everything we do.
- Provide executives and project teams with the tools and communications they need to lead their teams and set the tone for an engaged and unstoppable together culture.
- Unifying the VCG organization through collaborative communication, partnerships and ways of working, to promote teamwork and a one team vision.

SENIOR TRAINER ~ Customer Service (2016-2019) Alpharetta, GA

Manage and oversee responsibility for the training of new staff and the ongoing development of existing staff within the South Area Customer Service organization. Research, design, develop and maintain on-demand training, web-based training, and live customer service training related to the value and benefits of products, services, and internal systems.

- Partner with all levels of management, multiple cross-function stakeholders, and operations personnel to continuously assess ongoing needs and effectiveness of all training related resources.
- Recognize and implement necessary training initiatives to improve business goals; conduct needs analyses and develop training designed to close gaps related to knowledge, skill and behavior.
- Strategically tie training curriculum to business goals by incorporating KPI metrics, leadership announcements, industry trends, and both regional and district performance results.
- Communicate revisions, errors, suggestions and changes to materials for training programs.
- Contributing author to trainingmagazine.com

GOAL DEVELOPER (May 2016-July 2016) Orangeburg, NY

Provide curriculum support for the BGCO new hire program.

- Provided feedback to co-developers of BGCN New Hire program as well as implemented feedback from field trainers via the LCMS authoring tool.
- Provided support to the Telesales channel by developing curriculum for Customer Experience workshops for reps and Leaders.
- Super Trio member responsible for L&D preparedness of the New Verizon Plan. Facilitated several T3 sessions virtually to hundreds of trainers and training leaders within the L&D organization.

SENIOR TRAINER ~ Telesales (2010-2016) Orangeburg, NY

Manage and oversee responsibility for the training of new staff and the ongoing development of existing staff within Northeast Area Telesales organization. Research, design, develop and maintain on-demand training, web-based training, and live sales training related to the value and benefits of products, services, and internal systems with a primary focus on customer experience.

- Partner with all levels of management, multiple cross-function stakeholders, and sales personnel to continuously assess ongoing needs and effectiveness of all training related resources.
- Recognize and implement necessary training initiatives to improve business goals; conduct needs analyses and develop training designed to close gaps related to knowledge, skill and behavior.
- Strategically tie training curriculum to business goals by incorporating KPI metrics, leadership announcements, industry trends, and both regional and district performance results.
- Communicate revisions, errors, suggestions and changes to materials for training programs.
- Serve as a member of the One New Hire Experience Core Team, the Data Certification Program Core Team, and the Technology and Innovation Group.

OPERATIONS/QUALITY ASSURANCE SUPERVISOR (2004-2010)

Drove and provided the daily oversight of eight admin representatives and four quality assurance coordinators charged with ensuring and improving the quality of all aspects of customer service and operations within telesales.

- Participated in and facilitated bi-weekly staff meetings, conference calls with counterparts, and daily team meetings to communicate areas of concern and drive improvements.
- Devised and implemented incentive programs such as team contests to drive performance.
- Managed and resolved sales representative escalations; updated sales floor on all inventory-related changes/outages.
- Reconciled the daily cash payments report for the telesales department; interfaced with and communicated any financial discrepancies to the treasury department.
- Monitored and reviewed the daily productivity of administrative representatives; provided coaching, training and review of all admin rep errors weekly.
- Led and oversaw all auditing and compliance efforts for telesales, while interacting daily with area compliance team; coordinated and facilitated all new-hire training classes for operations and compliance.
- Facilitated and participated in quality assurance calibrations with direct reports two times per week, monthly supervisor call calibrations, and live listen-ins with telesales director and district managers.
- Maintained and delivered sales quality score progress and flag reports to all supervisors, district managers and the director twice per month.

ACTING SALES SUPERVISOR (2001-2004)

Managed and oversaw the daily activities and administration of 8 telesales temporary staff.

- Facilitated the training and coaching of reps to meet and exceed established sales goals, gross ad attainment, and accessory take rate (ATR).

TELESALES RECRUITER

Conducted the sourcing, screening, and interviewing of telesales candidates for various positions.

- Organized and coordinated job fairs and recruiting events.
- Built and maintaining relationships with local colleges and temp agencies for recruitment opportunities.

COMMISSIONS ASSISTANT MANAGER (2000-2001)
COMMISSIONS SALES ADMINISTRATOR (1999-2000)
TELESALES ANALYST (1998-1999)
TELESALES SUPPORT REPRESENTATIVE (1995-1998)

EDUCATION

MASTER OF ARTS – COMMUNICATIONS (2021)

Distinguished Scholar
Southern New Hampshire University, Manchester, New Hampshire

BACHELOR OF SCIENCE – ADULT EDUCATION (2017)

Deans List
Summa Cum Laude
Bellevue University, Bellevue, Nebraska

ASSOCIATE OF ARTS ~ LIBERAL ARTS & SCIENCES (1992)

Honors & Deans List
Rockland Community College, Suffern, NY