

Jessie Sobool

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CUSTOMER EXPERIENCE MANAGER

Servant Leader | Productivity Nerd | CX Advocate

Steeped in business and sales environments, I specialize in implementing client-centered continuous improvement strategies that drive operational excellence and digital adoption. I'm passionate about crafting functional, actionable solutions that exceed client expectations and build lasting trust. A natural collaborator and team player, I consistently uplift and empower my colleagues. Joyfully committed to a growth mindset, I approach challenges with enthusiasm, continuously seeking opportunities for personal and professional development. Ready to leverage my expertise and passion to add significant value to your organization's success.

WORK EXPERIENCE

Employment Gap

Sept 2023-Feb 2024

A deliberate career transition period to invest in personal and professional growth and redirect my career trajectory toward my passion for CX through relevant coursework including:

- Achieving a lifetime goal of taking professional Feng Shui certification.
- Developing my CX and UX skills through Google's UX Design Professional Certificate.
- Delivering value to clients through an Agile Project Management Certificate.

NorQuest College – Edmonton, AB

Aug 2022-Aug 2023

Business Planning Administrator

- Ensured efficient business functions across Finance, Procurement, and HR.
- Created and maintained digital workflows and standard operating procedure documentation.
- Developed faculty-wide workflow processes within MS Teams using Power Automate increasing status visibility and communication efficiencies.

Bookkeepful – Edmonton, AB

Jan 2020-July 2022

Owner & Virtual Bookkeeping Professional

- Sole proprietor of an independent bookkeeping business built to educate, inspire, and empower small business owners by making financial reports engaging.
- Designed and maintained multiple customer experience workflows on financial digital platforms within marketing, financial, and online security constraints.
- Created my own branding, marketing content, and responsive website in WordPress.

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Northern Alberta Institute of Technology – *Edmonton, AB*

Nov 2018-Nov 2019

Student Service Specialist

- Collaborated and researched across all programs to advise students on academic and financial policies within all communication channels, contributing to student goals and enrollment outcomes.

Alberta Blue Cross – *Edmonton, AB*

Nov 2017-Oct 2018

Team Manager: Learning & Development (L&D)

- Effective account management of critical partnerships across departments by ensuring ongoing operational support during the transformation of a decentralized L&D approach to centralized; managing multiple project launches throughout the business.
- Provided servant leadership to a team of seven through coaching, mentoring, and talent development, fostering a culture of continuous improvement.

Alberta Blue Cross – *Edmonton, AB*

April-Nov 2017

Team Lead: L&D

- Increased training solutions for business units on administrative software changes, product updates, and new hire training, optimizing operations and resource allocation.
- Strengthened BLUniversity deliverables and engagement based on user feedback, continuously improving the learning experience for employees.

Alberta Blue Cross – *Edmonton, AB*

April 2014-2017

Team Lead of Quality Assurance & Training: Individual Product Sales

- Developed and implemented the first Quality Assurance & Sales Training role supporting a team of 30+ Sales staff during the adoption of online processes through documentation, coaching, and training, contributing to a seamless digital experience for clients and ensuring compliance with insurance and privacy legislation.
- Collaborated with Developers, Medical Underwriting, and Marketing on the creation and iteration of our inaugural digital client experience.
- Utilized system data and reporting tools to review activity and evaluate business process improvement strategies, driving enhanced sales/customer experiences.
- Spearheaded the creation, administration, marketing, and iteration of BLUniversity; a peer-to-peer knowledge transfer program recognized for innovation and talent engagement.
- Personally approached by L&D Management to join the leadership team supporting expansive growth across the business.

Alberta Blue Cross – *Edmonton, AB*

Nov 2008-2014

Individual Product Sales Representative

- Achieved top sales representative among a team of 30; consistently delivering outstanding performance over 6 years.
- Played a key role in end-user testing during the company's transition to digital platforms.
- Personally selected to initiate and grow the Sales Training & Quality Assurance Department.

EDUCATION

University of Victoria - *Victoria, BC*

Bachelor of Fine Arts – with Distinction, 2002

PROFESSIONAL DEVELOPMENT

- Google UX Design Professional Certificate, Coursera, Current.
- Atlassian Agile Project Management Professional Certificate, LinkedIn Learning, Current.
- Kick-Off with Asana, Workflow Queen, 2021.
- Breakthrough Marketing, Bookkeepers.com, 2021.
- Strategic Thinking & Implementation, University of Alberta, 2017.
- Supervisory Development Certificate, NAIT, 2013.

SKILLS

- **Technical Proficiency:** CRM, MS Office Suit, Financial Reports, End-User Testing, Technical Writing, Digital Workflow Processes and Documentation.
- **Specialized Expertise:** Asana Project Management, Sales Strategies, CX Enhancement, Business Analysis, Innovation.
- **Soft Skills Mastery:** Communication, Teamwork, Adaptability, Productivity, Leadership, Collaboration.