

# RENÉE BURGENDORF

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## HIGHLY FOCUSED AND EXCEPTIONAL CLIENT ADVOCATE

Self-starting and adaptable professional with a passion for learning, collaboration, and educating others and a proven history of promoting organizational excellence and continued growth. Goal-oriented leader with a hands-on approach to client advocacy, training and coaching. Highly personable with exceptional interpersonal skills across diverse channels of communication and proficiencies in fostering long-term relationships. Well versed in a variety of software, including Microsoft Office Suite, Teams, Microsoft CRM, Google Workspace, Zendesk, and Asana.

### CORE COMPETENCIES

- Project Management
  - Program Development
  - Research/Data Analysis
  - Marketing/Advertising
  - Brand Development
  - Event Management
  - Time Management
  - Problem Solving
  - Editing/Proofreading
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## PROFESSIONAL EXPERIENCE

**Conquest Graphics** – Richmond, VA 2022 – 2023  
**Customer Service Representative**

*Fostered positive and loyal customer relationships by liaising between the company and the client to ensure that expectations/needs were met, expediting orders, and utilizing a variety of communication channels to handle day-to-day requests within a highly customized environment. Supported the Customer Service Manager by creating Zendesk macros and aiding in integrating them companywide. Promoted cohesion across the company by communicating and coordinating with colleagues.*

**Key Accomplishments:**

- Won two out of three contests for consistently surpassing set goals and exceeding expectations.

**Work the System (Freelance)** – Remote 2020 – 2022  
**Digital Marketer/Procedure Documentation Specialist/Project Coordinator/Brand Advocate**

*Spearheaded regular projects for the WTS Weekly Podcast Email Broadcast by directly managing Asana Teams of Transcriptionists, overseeing creatives, and enforcing strict deadlines. Ensured that all materials met standards of quality by proofreading and editing existing marketing collateral and webpages.*

**Key Accomplishments:**

- Procedure Writing: Aided the company in implementing in-house training by closely collaborating with internal teams to document company procedures and create a standard set of training processes for reference.
- Independently built a custom branded internal WTS TEAM working procedure template and TEAM process and procedures policy from concept to completion, managing both via a custom Excel tracking system.

**Digital Lightbridge** – San Antonio, FL 2015 – 2019  
**Digital Marketing Account Manager**

*Supported client accounts by utilizing a custom onboarding process, managing key projects, and accurately assessing unique needs. Prioritized customer experience by serving as the primary contact on marketing projects, conducting Zoom meetings throughout the project lifecycle to answer questions, and performing as a liaison/client advocate during campaigns. Maintained consistency across the campaign by proactively proofreading and editing content.*

**Key Accomplishments:**

- Boosted overall revenue by conceptualizing and proposing “next step” strategies to identify new business growth opportunities.
- Facilitated agency retainer account growth by independently serving as a contact for client retainer accounts throughout the entire client lifecycle, promoting brand consistency.
- Streamlined operations by developing multiple strategy guides across client coaching, onboarding, content management, and account management.

**United Way of Pasco County** – Land O’ Lakes, FL

2013 – 2015

**Prosperity Campaign Resource Coordinator**

*Promoted high-quality results across the Prosperity Campaign by heading volunteer recruitment, onboarding, and community event training/orientation. Directly aided the VP of Community Impact and the Community Outreach Manager by providing administrative and creative support. Assisted in driving print, radio, TV, and social media marketing efforts by closely collaborating with the VP of Marketing.*

**Key Accomplishments:**

- Enabled volunteers to file 7.7K+ returns each year and garner \$8M+ in refunds to low-income Pasco residents by providing training and coordinating efforts.

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EDUCATION

**BS – Interdisciplinary Studies**

**St. Petersburg College of Education** – Tarpon Springs, FL

CERTIFICATION

**The Fundamentals of Digital Marketing, Google Digital Garage**, Remote

2019