

Makena Adams

Customer experience through a branding lens –

Team-oriented creative offering a strong background in E-comm brands and media production experience both in front of and behind the camera

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Education

University of San Francisco, San Francisco, CA — *B.A. Advertising*

Experience

Frank & Eileen, Los Angeles, CA — *Customer Service Representative*

JAN 2024 - PRESENT

Works efficiently across e-comm, marketing and operations teams to ensure an excellent online buying experience and maintain customer relations • Acts as brand ambassador across all high volume omnichannel platforms, growing relationships with customers with personalized service and outreach (Gorgias, Klayvio, Attentive, etc.) • Troubleshoots and resolves customer issues with order processing, fulfillment, returns, etc. (Shopify, Full Circle, Global E, Loop, Meta etc.) • Uses a strong understanding of product line and company voice to create up-selling + cross-selling opportunities • Creates UGC content on an as-needed basis. (CapCut, Canva, Adobe, etc.) • Contributes to brand's social media presence/community management to increase engagement and conversion across platforms • Maintains reporting and goal/KPI tracking as needed • Represents the core values of Frank & Eileen in all communications

Jenni Kayne, Los Angeles, CA — *Customer Service Representative (Seasonal)*

SEPT 2023 - DEC 2023

Managed customer inquiries including creating orders, exchange requests, returns/refunds, gift cards, e-comm promotions, rewards programs, and web issues • Demonstrated strong written and verbal communication skills and attention to detail while multitasking and managing own calendar and deadlines • Assisted clients in styling consultations and providing friendly and welcoming customer service to maximize sales • Secured company assets through loss prevention in compliance with company policies and guidelines • Comfortable and experienced with CRM Platforms and inventory management systems (Gladly, Shopify, Klayvio, etc.) while working in a remote team environment

Confidential, Los Angeles, CA — *Personal Assistant to CEO*

OCT 2019 - JAN 2020

Managed complex calendar scheduling and coordinated personal and professional appointments, meetings, and family logistics (Google, Asana, Calendly, etc) • Oversaw travel arrangements, booked flights, accommodations, etc • Provided childcare support and organized school and activity pickups, drop-offs, etc • Monitored personal finances, including tracking expenses, managing credit cards, reimbursements, etc • Managed social media accounts and produced content by filming daily activities, editing short-form videos, and maintaining a consistent posting schedule (Hootsuite, Sprout, Canva, etc) • Served as primary point of contact for calls and messages, effectively managing communications and maintaining confidentiality

Allied Integrated Marketing, San Francisco, CA — *PR Intern*

JAN 2017 - MAY 2017

Researched and pitched targeted appropriate demographics for events and screenings • Assisted coordinators/publicists in preparing for and executing PA tours, junkets and special events (including talent, filmmakers, and media) • Acted as liaison for talent and publicists • Provided admin support across departments including reporting, contacts, budgets, meeting notes, talent communication and scheduling

University of San Francisco, San Francisco, CA — *ASL Tutor*

JAN 2016 - DEC 2017

Served the Modern/Classical Languages department as a group tutor for American Sign Language students.