

Rayna Barton

Los Angeles, CA



650.810.6665



rayna026@gmail.com



[in/RaynaBarton](https://www.linkedin.com/in/RaynaBarton)



portfolium.com/RaynaBarton

SKILLS

- HubSpot CRM
- Writing and Editing
- Public Speaking
- Social Media and Brand Management
- Leadership
- Adobe Creative Suite
- Microsoft Suite
- Google Suite
- Wordpress
- Soundcloud
- Mac and PC OS Proficiency
- Functional and working camera/photography knowledge (inc. Sony, Canon, Nikon, Polaroid, Leica)
- Slack
- Web Development
- JIRA
- Looker

EDUCATION

BA, Communication Studies

Minor Journalism

San Francisco State University

GPA 3.67

COURSEWORK

- News Law
- Semiotics
- Rhetoric
- Reporting (field)
- Multimedia reporting
- Leadership

EXPERIENCE

Senior Customer Support Specialist

HubSpot/Remote/2021 - Present

- Partner with our customers to effectively resolve issues/ troubleshoot through chat, email and phone.
- Answer how-to questions and help customers navigate a variety of tools within HubSpot
- Provide support & guidance to marketers, salespeople, and service professionals across our customer base that use the HubSpot software
- Communicate thoughtful, customized solutions that help customers move forward and grow their business
- Collaborate with internal teams such as account managers or sales teams, and identify opportunities for existing customers to use more of our platform or services
- Responsible for reassigning cases as the out of office DRI

Team Lead/Head Trainer

Philz Coffee / Santa Monica, CA / 2015 - 2021

- Led a team of 20+ employees
- Trained and mentored new staff to foster growth and success
- Provided administrative and operational support to senior management
- Developed social media posts to promote special offers for local store and company wide
- Created store displays to promote new products and seasonal offers
- Arranged store layout to increase production, productivity, and customer flow to drive sales
- Contributed to new flavors, drink ideas, and refinement of recipes

College Related Experience

- Developed [Wordpress](#) site to host journalism projects
- Designed and produced all elements for a multimedia [presentation](#) involving independent research and reporting on a community based organization
- Created a [portfolio](#) to showcase communications and journalism work

Awards, Achievements, Hobbies, and Interests

- Increased brand engagement by 37.9% over a 90 day time period on the Philz social media platforms
- Worked my way through college while maintaining a honorable GPA
- Certificate of Communication Specialization from Foothill College
- Made Dean's List every semester of undergrad
- Held role as senior Team Lead, in charge of training new staff members and leads
- Enthusiastic about live shows, cooking, animals; lifelong vegetarian.
- Wardrobe assistant for Darren Hayes (formerly of Savage Garden) for videos [Do you remember?](#) and [Let's try being in love](#)