

# Rayna Barton

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## Summary

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Communications professional with 10+ years of experience in engagement and support, currently expanding expertise in customer support at HubSpot. Proven ability to solve complex problems and communicate strategically, delivering exceptional service aligned with a growth and innovation mindset. Adept at using empathy and adaptability to understand diverse customer needs and enhance the customer experience.

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## Experience

### Premium Customer Support Specialist

HubSpot | Remote

2021 - Present

- Deliver high-touch, consultative support for complex customer segments across all product lines and channels to ensure a premium service experience.
- Partner with leadership, Success teams, and Subject Matter Experts to resolve critical issues and proactively identify opportunities that maximize customer value.
- Apply advanced technical knowledge and creative problem-solving to design tailored solutions that overcome strategic roadblocks and support key initiatives.
- Facilitate human-centered, collaborative experiences through thoughtful communication and a consultative approach to client relations.
- Contribute to the success of a global organization by driving proactive regional and cross-regional strategic plays.

### 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
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## Education

**San Francisco State University | BA, Communication Studies; Minor Journalism 2016-2018**

*Graduated with honors • Deans List 2016-2018*

*Relevant coursework: News Law • Semiotics • Rhetoric • Reporting (field) • Multimedia reporting*

• *Leadership*

**Certificate in Music Business | UCLA Extension | In Progress**

**2026-Present**

*Coursework: Music Management • Music Publishing: Law and Business*

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## Skills

- HubSpot CRM
  - Microsoft Suite
  - Google Suite
  - Adobe Creative Suite
  - WordPress
  - Slack
  - Jira
  - Looker
  - GitHub
  - Asana
  - SQL
  - Web Development
  - Soundcloud
  - Mac and PC OS Proficiency
  - Functional and working camera/photography knowledge
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## Awards, Achievements, Hobbies, and Interests

- Currently managing two full-time actors
  - 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
  - Wardrobe assistant for Darren Hayes (formerly of Savage Garden) for videos Do you remember? and Let's try being in love
  - Enthusiastic about live shows, cooking, animals; lifelong vegetarian.
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