

Lana Atkinson

📞 (720) 555-6184 ✉️ lana.atkinson@example.com 🔗 linkedin.com/example/lanaatkinson 📍 Denver, CO 80206

SUMMARY

Customer Experience Specialist with two years of SaaS support experience in technology environments, serving business users through high volume queues while protecting response quality and SLA commitments. Skilled in Zendesk, **Salesforce Service Cloud**, ChatGPT, Claude, and Gemini, with practical strength in ticket tagging, categorization, escalation judgment, playbooks, macros, and knowledge centered support. Translates product workflows into clear written guidance for external customers and **internal stakeholders**, including audiences with varied technical familiarity. Creates useful FAQs, **internal guides**, and knowledge base content from recurring questions and documentation gaps. Works calmly through changing products, competing priorities, incomplete information, and evolving processes. Brings empathy, organization, careful judgment, and growing technical curiosity to **customer support** operations.

EXPERIENCE

Customer Experience Specialist October 2025 - Present
BeaconLayer Software Denver, CO

- Owns **customer experience** operations for a B2B SaaS platform, supporting administrators, business leaders, and internal teams through Zendesk. Balances queue volume, SLA commitments, product guidance, documentation work, and careful escalation decisions in a changing technology environment.
- Owned **Zendesk** queue volume while protecting first response SLAs and complete customer guidance.
 - Reproduced **product workflows** before resolving account questions or escalating cases with useful context.
 - Applied tags, categories, macros, and fields for dependable reporting and **trend analysis**.
 - Translated release changes into clear product guidance for administrators and business leaders.
 - Turned recurring questions into FAQs, internal guides, and knowledge base updates.
 - Used **ChatGPT**, **Claude**, and Gemini for drafts, then verified accuracy against product sources.

Customer Support Associate October 2024 - September 2025
Northstar Cloud Tools Boulder, CO

- Supported business customers through Salesforce Service Cloud for a SaaS productivity product. Managed account, navigation, and feature use questions while following documented workflows, recording complete case context, and contributing examples for clearer **self service content**.
- Managed **Salesforce Service Cloud** cases across account, navigation, and feature use questions.
 - Followed playbooks and **response templates**, flagging exceptions for senior specialist review.
 - Calibrated written responses for customer technical familiarity and business context.
 - Recorded **ticket notes**, categories, and **disposition fields** for dependable operational reporting.
 - Tracked recurring questions during product changes and supplied examples for documentation updates.
 - Used ChatGPT, Claude, and **Gemini** for support research and draft preparation.

PROJECTS

Customer Support Knowledge Program 📅 2026

Created a recurring question review process that connected ticket themes with FAQs, internal guides, and knowledge base improvements. Used support examples to clarify product workflows, expose documentation gaps, and give teammates reusable customer guidance.

SaaS Workflow Guidance Library 📅 2025

Organized practical explanations for common account, navigation, and feature use questions. Combined product source checks, response templates, and audience aware writing to support consistent answers across business customer interactions.

LEADERSHIP & AWARDS

- Recognized by support peers for clear escalation context and dependable ticket documentation.
- Selected for recurring documentation contributions after identifying customer questions that lacked clear guidance.

EDUCATION

Bachelor of Arts in Communication 2024
University of Colorado Denver GPA: 3.7 Denver, CO
Coursework: Professional communication, organizational communication, technical writing, interpersonal communication

CERTIFICATIONS

- Zendesk Customer Service Professional Certificate 📅 2025

- Salesforce Trailhead Service Cloud Fundamentals 📅 2024

TECHNICAL SKILLS

- **Customer Support Platforms:** Zendesk, Salesforce, Salesforce Service Cloud
- **Artificial Intelligence Tools:** ChatGPT, Claude, Gemini
- **Ticket Management:** Ticket queues, ticket fields, ticket notes
- **Support Operations:** SLA targets, first response, resolution tracking
- **Ticket Classification:** Tags, categories, dispositions
- **Support Documentation:** FAQs, internal guides, knowledge base articles
- **Support Workflows:** Playbooks, macros, response templates
- **Customer Education:** Self service content, workflow guidance, recurring question review
- **Product Support:** Product features, account support, navigation support
- **Communication Methods:** Written communication, audience calibration, professional responses

SKILLS

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|------------------------|--------------|-----------------------|--------------------------|
| • Customer Experience | • Salesforce | • SLA Management | • Playbooks |
| • SaaS Support | • ChatGPT | • Ticket Tagging | • Knowledge Base Content |
| • Nontechnical Support | • Claude | • Ticket Hygiene | • Written Communication |
| • Zendesk | • Gemini | • Escalation Judgment | |

PROFESSIONAL AFFILIATIONS

- Customer Education collaboration focused on self service content and recurring question reduction.
- SaaS support community participation focused on customer communication and product learning.

LANGUAGES

- English (Native)
- Spanish (Intermediate)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST