

Johnny Reyes

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SUMMARY

Senior Customer Support Specialist known for providing expert technical solutions and achieving a 93% satisfaction rate across 14,000+ customer tickets. Highly skilled in technical communication, translating complex product updates into clear guidance for customers and teams. Improved efficiency and transparency by developing internal resources and implementing AI-enhanced troubleshooting workflows.

EXPERIENCE

HubSpot

Boston, MA

Senior Customer Support Specialist

July 2022

- Resolved over 14,000 customer support tickets (email, chat, and phone) with a sustained 93% customer satisfaction rating, leveraged industry-specific knowledge to deliver expert-level solutions.
- Managed out-of-office queues and triaged team tickets to maintain and exceed response time expectations. Enhanced the process for documenting and reporting on these tickets, leading to improved efficiency and transparency.
- Communicated product updates by summarizing their potential impact on customers and highlighted potential cross-sell and upsell opportunities to drive business growth.
- Developed and implemented internal resources that enhanced team's ability to troubleshoot and manage support queues, leveraged AI to streamline workflows, resulting in a more efficient and effective team.
- Mentored new support team members by teaching them skills such as active listening, problem-solving, and giving feedback.

IPUL Vida Nueva

Chelsea, MA

Assistant Social Media Manager

January 2025

- Spearheaded social media strategy and execution across Instagram, Facebook, and YouTube, aligning content with IPUL Vida Nueva's marketing goals.
- Managed all aspects of daily channel operations, including content creation, scheduling, and community engagement to foster audience growth and support.
- Analyzed social media performance metrics to continuously optimize campaigns and inform future content strategy.
- Collaborated with different departments to develop and launch integrated social media campaigns.
- Monitored trends in wellness, social culture, and emerging platforms to ensure content remained relevant and engaging for the community.

iStore Inc.

East Boston, MA

Sales Associate

December 2019 - June 2022

- Consistently maintained a customer satisfaction rating of 93%+ each quarter by providing personalized support and building strong customer relationships.
- Boosted sales by ensuring merchandise was well-organized and visually appealing to customers.
- Increased revenue through effective upselling techniques, recommending accessories, and complementary products to enhance customer shopping experience.

EDUCATION & TRAINING

University of Massachusetts Boston

Boston, MA

Bachelor of Arts, Communication and Media Studies

SKILLS

CRM Software (HubSpot, Salesforce), Process Improvement, Product Knowledge, Market Trend Analysis