

# Melissa M. Amos

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**Educated, Experienced, Ambitious and Creative Marketing and Communications Professional** seeking an experienced level position with an established organization with opportunity for growth.

- *Marketing and Communications*
- *Company/Operations Development*
- *Goal Oriented*
- *Product Development*
- *Expert Sales Pitching & Closing*
- *Customer Focused*
- *Project Management*
- *Creative*
- *Builds & Maintains Relationships*
- *Strategic Business Analysis*
- *Leadership/Motivation/Teamwork*
- *Ambitious*

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## PROFESSIONAL EXPERIENCE

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### **CUSTOMER SOLUTIONS RESEARCH, *Bank of America, Tampa, FL, November 2010 to Present***

Provide banking center support in researching and resolving customer issues; Identify, track and trend issues from a customer experience perspective; Provide status and resolution of inquires to customers and banking center partners as needed

- Overall rating of an "Exceeds" during the 2010 annual review period
- Consistently recognized for continued quality service and improving productivity

### **CUSTOMER SERVICE AND SALES SPECIALIST, *Bank of America, Tampa, Florida, 2008 to 2010***

Responsible for managing and maintaining small business portfolios and accounts; recommended products and services to meet the client's needs and in an effort to make sales and increase revenue

### **BUSINESS BANKING CLIENT SERVICES RESEARCH, *Bank of America, Tampa, Florida, 2007 to 2008***

Researched and resolved various financial issues for clients and client managers; provided expertise in the areas of general and complex business banking, treasury management products, including Bank of America direct, remote deposit services, lockbox, cash vault, and sweeps, as well as general knowledge of consumer banking processes and systems; successfully sold and up-sold products and services

- Developed training manuals for several processes evolving online banking, and certificate of deposit
- Acted as a key contributor in developing process improvements for various procedures

### **BUSINESS BANKING CLIENT SERVICES, *Bank of America, Tampa, Florida, 2005 to 2007***

Accepted a high-volume of incoming phone calls from clients and client managers; responded to and answered questions, managing and maintained accounts, and up-sold and offer various services

### **CUSTOMER COMMUNICATIONS MANAGER, *JPMorgan Chase, New York, New York, 2002 to 2004***

Assisted in new credit card product launches from the development phase to implementation; Forecasted budget for product development; Lead cross-functional teams to assist in product launch; Review and approve all customer communications from Marketing perspective; Created and launched the Customer Communication Portal designated to archive all customer communications; Developed process improvements for the letter generation model; Managed the Year-End Summary program

- Improved customers experience by implementing a consistent look and feel for all new customer communications. This resulted in a 72% reduction of customer complaints
- Implemented a letter communication business model from a cost center to a revenue-generating business model by utilizing the letters as an opportunity to cross sell products and service

### **MARKETING LIAISON GROUP RESEARCH ANALYSTS, *JPMorgan Chase, Tampa, Florida, 2001 to 2002***

Serve as point of contact for all Customer Service issues and exception processes relating to Chase's products/programs and external partners/vendors; Analyze and identify trends through MIS reporting; Create, review, and distribute cross-site communication pieces; Facilitate the distribution of marketing related materials; Coordinate marketing events

**RETENTION SERVICES GROUP TEAM LEAD, *JPMorgan Chase, Tampa, Florida, 1998 to 2001***

Responsible for managing and distributing team statistics; Process and monitor quality of manual exception requests; Coach and motivate representatives; Monitored representatives for quality assurance; Facilitated side-by-sides to provide coaching and feedback on policies and procedures; Responsible for the reduction of customer attrition through resolution and/or other financial options

- Maintained an above average "save rate" of 90% thorough resolution of customer issues and/or the sale of other financial options.

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## Education

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**ST JOHN'S UNIVERSITY** – Staten Island, NY - Bachelor of Science - Communication Arts May 2005

**HILLSBOROUGH COMMUNITY COLLEGE**- Tampa, FL · Associate of Arts – Mass Communications  
May 2003

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## Internships

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**Third Watch – Warner Brothers Television, *Brooklyn, New York, January 2005 – April 2005***  
**Fall 2005 Internship – Production Office.**

Assisted in daily production activities including but not limited to: "Day Player" contract preparation and distribution; Assisting with maintaining script revisions, distribution and archives; Assisted with Production report distribution on a weekly basis; Daily preparation of "sides" for actors and crew.