

RAYMOND HERNBRODE III

Customer Success Leader | Client Engagement | Team Empowerment | Service Excellence

📞 405.804.1444 ✉️ ray@hernbro.de 🌐 hernbro.de 🔗 linkedin.com/in/rayhernbrode 📍 Shawnee, Oklahoma



OBJECTIVE & SUMMARY

Dynamic **customer-centric leader** with 20 years of retail leadership and customer engagement experience. Proven track record of driving **customer satisfaction**, loyalty, and sales through strong team management and technical expertise. Skilled in leveraging **web-based applications** and **CRM systems** to enhance service efficiency, with an **85 WPM typing speed** enabling fast, accurate support. Adept at translating technical concepts into easy-to-understand terms and building lasting customer relationships. **Seeking a Customer Success Manager role** to leverage extensive experience in delivering exceptional customer outcomes and team success.

CAREER EXPERIENCE

Customer Engagement Representative Consumer Cellular, Inc.

📅 09/2023 - Present 📍 Remote

- Serve a predominantly senior demographic by providing empathetic, solutions-focused support and sales to ensure the best customer experiences.
- **Consistently exceeded customer satisfaction goals**, maintaining a 95%+ CSAT rating and a 90% first-call resolution rate on an average of 50+ daily inquiries.
 - Resolved issues **20% faster** than company average by efficiently navigating internal web apps and knowledge bases, improving overall response time and customer retention.
 - **Retained ~15 customers/month** at risk of cancellation by providing tailored plan solutions and proactive follow-ups, contributing to a lower churn rate.
 - Upsell and cross-sell appropriate services (e.g. device insurance, plan upgrades) **in line with customer needs**, averaging 10% above monthly add-on sales targets without compromising service quality.

Target Target Tech Manager

📅 09/2017 - 09/2023 📍 Oklahoma City, United States

- Oversaw daily operations of the mobile/electronics department and led a team of tech associates to meet and surpass revenue goals.
- **Led a team of 8+ tech sales associates** to exceed department sales targets for 6 consecutive years, achieving on average 115% of quarterly goals through coaching and data-driven sales strategies.
 - Increased annual **mobile & electronics revenue ~15% YoY** by analyzing sales trends and implementing targeted promotions and product demos.
 - Maintained a **4.8/5 average customer satisfaction score**, the highest in the store, by instituting a consultative sales approach and rapid resolution of customer issues.
 - **Mentored and developed** team members—three were promoted to management roles—by providing continuous training in product knowledge, customer engagement, and leadership skills.
 - Developed a **new-hire training program** for Target Tech associates that reduced onboarding time by 30% and improved new employees' first-quarter sales performance by 20%.
 - Partnered with corporate and vendors to host weekly "Tech Demo Days," boosting department foot traffic and increasing accessory attachment rates by 25% through hands-on customer engagement.

KEY ACHIEVEMENTS

- 👍 **Customer Satisfaction Improvement**
Raised NPS from 75 to 90 at AT&T; sustained 95%+ CSAT at Consumer Cellular.
- 💰 **Sales Growth**
Consistently outperformed sales targets (+15–25% YoY) at Target Tech and AT&T.
- 🎓 **Team Development**
Mentored 50+ employees over career; launched training programs reducing new hire ramp-up by 30%.
- ⚙️ **Technical Initiatives**
Built in-store wikis at Apple; contributed advanced mobile insights at Best Buy; proficient in CRM systems, web apps, and advanced device features.

TOP LEVEL SKILLS

Customer Success & Relationship Management	
Customer Service & Support Excellence	
Leadership & Team Coaching	
Sales Strategy & Upselling	
CRM & Support Tools	
Web & Productivity Software	
Technical Skills	Web & Graphic Design
Social Media & SEO	
Communication & Troubleshooting	
Typing Speed	People Management
Process Improvement	Retail & Sales
Customer Experience	Social Media
Inventory Management	Team Building

AWARDS & HONORS RECEIVED

- 🏆 **National Defense Service Medal**
- 📞 **Top Sales Manager (AT&T)**

CAREER EXPERIENCE



General Manager

AT&T

01/2014 - 09/2017 Oklahoma City, United States

Led store-wide performance in sales, staffing, and operations to drive record growth and customer loyalty.

- **Exceeded sales quotas** by an average of 15% each quarter, ranking in the top 10% of store managers in the region. Achieved record-high store revenue in 2016 through strategic sales contests and customer-focused selling.
- Led and coached a staff of 15 sales associates (plus 2 assistant managers), fostering a high-performance culture that resulted in improved productivity and morale.
- **Improved customer retention 20%** by implementing a proactive follow-up program—contacting customers post-purchase to ensure satisfaction and address needs—reducing churn and increasing add-on plan upgrades.
- Boosted the store's **Net Promoter Score (NPS)** from 75 to 90 by instituting monthly training on product knowledge and empathetic communication, directly enhancing customer loyalty and referral business.
- **Reduced employee turnover by 25%** by launching a mentorship initiative and clear career progression paths, leading to a more engaged and stable team.
- Maintained operational excellence, keeping inventory shrink under 1% (beating company average) through rigorous audit practices and staff awareness.



Expert

Apple

01/2013 - 01/2014 Oklahoma City, United States

Managed and coached a team of Apple Specialists, ensuring innovative retail experiences and thorough product demos.

- **Ensured exceptional customer experiences**, guiding customers through Apple's ecosystem (iPhone, iPad, Mac, services) which contributed to a 98% customer satisfaction rating and frequent positive customer feedback.
- Trained 20+ new Apple Specialists on cutting-edge product knowledge and consultative selling techniques, **reducing onboarding time by 40%** and accelerating their productivity.
- **Drove accessory and service attachment rates up by 30%**, promoting AppleCare and add-ons through needs-based recommendations—boosting overall store revenue and customer device value.
- Selected by store leadership to spearhead the pilot of the **Personal Setup program**, helping customers set up new devices one-on-one. This initiative improved customer onboarding experience and earned recognition for elevating store NPS scores.



Mobile Department Manager / Columnist

Best Buy

07/2009 - 01/2013 Oklahoma City, United States

Oversaw mobile phone sales operations, guiding a team in a high-volume environment to exceed sales targets.

- Supervised a team of ~10 mobile sales associates, **consistently exceeding monthly phone activation and accessory sales targets** (averaging 120% of goal) through motivational coaching and hands-on leadership.
- Increased annual mobile department revenue by **25% from 2010 to 2012** by introducing personalized customer consultation sessions and effective bundle deals (phone + plan + accessories).
- Launched in-store **smartphone workshops** (Mobile 101 sessions) to educate customers, driving a 15% boost in customer engagement and corresponding rise in accessory attachment rates.
- **Collaborated with Best Buy corporate** as a subject-matter expert, contributing articles to the company's internal blog and magazine on mobile technology trends and sales best practices (see Publications). These thought leadership pieces helped improve sales techniques across the region.

VOLUNTEERING OPPORTUNITIES



Dorothy Day Food Delivery

The Dorothy Day Center

12/2012

Volunteered at The Dorothy Day Center, a Catholic hunger ministry, delivering food to 400+ families in mid-December as part of a monthly outreach serving over 1,000 people—including many children—and supporting a nearby Community Garden built as an Eagle Scout project in 2007.



Paul Walker Memorial Cruise

Reach Out WorldWide

01/2013

Organized a charity cruise in partnership with Reach Out Worldwide, raising over \$5,000 to support disaster and humanitarian relief with over 1000+ vehicles in attendance.

PROFESSIONAL PUBLICATIONS

Syncing With Google Drive

Best Buy Mobile Magazine

Best Buy Co., Inc.

10/2012

How To Shop With A Smartphone

Best Buy Mobile Magazine

Best Buy Co., Inc.

09/2012

BlackBerry: Let's get social

Best Buy Mobile Magazine

Best Buy Co., Inc.

10/2010

What's new from BlackBerry? Acquisitions and Apps

Best Buy Mobile Magazine

Best Buy Co., Inc.

09/2010

PERSONAL INTERESTS



Emerging Technologies & Mobile Devices

Staying current with the latest trends and innovations in consumer electronics and mobile tech.



Web Development & Digital Innovation

Experimenting with web apps and modern tech stacks (e.g., React, Node.js) to drive creative solutions.



Customer Experience Optimization

Researching and implementing best practices in customer success and engagement strategies.



Data Analytics & Performance Metrics

Analyzing data to identify trends and improve processes and outcomes.

CAREER EXPERIENCE



Operations Specialist

UNITED STATES DEPARTMENT OF THE NAVY

07/2008 - 07/2009 Great Lakes, IL

Operated radar and communication systems, honing discipline, precision, and strong teamwork skills.

- Operated advanced radar and communication equipment with **100% accuracy** during drills and real-world operations, ensuring mission-critical information was relayed promptly and correctly.
- Completed the Navy's Operations Specialist training program, graduating in the **top 10%** of the class and demonstrating strong technical aptitude.
- Developed **exceptional teamwork and communication skills** under pressure, adapting quickly to rapidly changing scenarios—foundation skills that later fueled effective leadership and crisis management in civilian roles.



Wireless Department Manager

Walmart

03/2006 - 07/2008 Shawnee, United States

Managed the Connection Center's wireless sales, training a small team in a high-traffic retail setting.

- Managed the wireless department's performance, **achieving 150% of monthly new activation targets** through proactive customer engagement and effective in-aisle promotions.
- Trained and mentored 5 junior associates on device features and sales techniques, resulting in a 20% increase in department sales and two associates promoted to lead roles.
- Earned recognition as the **top wireless sales associate in the district** for Q4 2007 by combining deep product knowledge with superior customer service and follow-through.

TRAINING & EDUCATION



High School Diploma

Earlsboro High School - EHS Wildcats

01/2004 - 01/2008 Earlsboro, Oklahoma

- General Studies



Technical & Leadership Training

U.S. Navy Operations Specialist Training School

2008 - 2009 Great Lakes, IL

- Completed intensive technical and leadership training (2008)

PERSONAL INTERESTS



Team Leadership & Mentorship

Exploring innovative methods for coaching and developing high-performing teams.



Thought Leadership & Writing

Authoring articles and publications on mobile technology trends and retail best practices, contributing to industry insights.

SPOKEN LANGUAGES

English

Native



FIND ME ONLINE @



Facebook

@ThirdHernbrode



LinkedIn

@RayHernbrode



Instagram

@Raymond.x3



Twitter

@RayHernbrode



Discord

.R4Y3



GitHub

@NismoSan



Resume & Portfolio

<https://www.hernbro.de>