

ATOM SMITH

CONTACT

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Location Toronto, Canada

PROFILE

As a seasoned creative media and digital expert with over 20 years of experience, I have been instrumental in empowering companies to develop thriving marketing initiatives and digital platforms. Tackling distinctive business obstacles through inventive approaches, I leverage user-centric design and cutting-edge technology to deliver exceptional results. My unique blend of creative prowess and management acumen enables me to evaluate all perspectives. I craft cost-efficient solutions tailored to the needs of each client, ensuring that their objectives are met with precision and creativity.

EXPERIENCE (YEARS)



DESIGN



LEADERSHIP



PROJECT MGMT



MESSAGING



JOURNEY DESIGN



SOCIAL MEDIA

RELEVANT WORK

MANAGER, CARE DIGITAL DESIGN
FREEDOM MOBILE

2019 - CURRENT

As the Care Digital Design Manager at Freedom, I spearheaded the digital transformation of our Customer Care journey. I was instrumental in strategizing and actualizing the digital-centric approach that positioned our Digital Support channel as the go-to for customer service queries, ultimately enhancing the customer experience. My role involved a hands-on approach in managing and analyzing key performance metrics, fostering collaboration with various teams to achieve our vision, and continuously refining the support process. The tangible results of my initiatives were reflected in improved customer satisfaction scores, higher first contact resolution rates, better net promoter scores, effective bot containment, and a significant decrease in call volume.

Key Responsibilities:

- Directed the day-to-day management of Freedom Mobile's digital touchpoints, including social media and direct messaging platforms, to deliver flawless customer support.
- Developed and implemented strategies to shift support queries from traditional voice channels to digital platforms, leading to greater operational efficiency and customer satisfaction.
- Partnered with the Consumer Base Management and Marketing teams to fine-tune digital support avenues using data analytics and forward-thinking initiatives.
- Performed detailed analyses of AI Bot interactions, pinpointing, and addressing enhancement opportunities to elevate the customer service experience.
- Monitored and evaluated the performance of support agents and third-party vendors, ensuring adherence to KPIs and fostering an environment of continuous progress.
- Sought and integrated insights from Care Process Support, Performance, and Operations teams to catalyze significant, positive changes in customer care quality.

CREATIVE DIRECTOR

ATOM SMITH MEDIA (FREELANCE)

2007 - CURRENT

- Developed and oversaw the production of digital content, including photography, videography, website design, and audio materials, ensuring alignment with brand standards.
- Designed and implemented content calendars for diverse media platforms, coordinating content creation and publication to maximize audience engagement.
- Managed the brand's presence on social media platforms by articulating and maintaining a consistent brand voice and engaging directly with the audience.
- Directed the creative aspects of sales, business development, and marketing materials across multiple mediums such as print, digital, motion graphics, and interactive experiences, enhancing brand visibility and impact.

SKILL MASTERY

LEADERSHIP

PROJECT MANAGEMENT

USER EXPERIENCE

MARKETING

CUSTOMER EXPERIENCE

WEB & MOBILE DESIGN

SOCIAL MEDIA

UI/UX

PROGRAM MANAGEMENT

CRITICAL THINKING

SIX SIGMA

SCRUM METHODOLOGY

MANAGER, USER DESIGN (WEB & MOBILE)

2016 - 2018

INTRADO | SCHOOL MESSENGER

Led and executed the Web and Mobile Design department for the Education Business Unit (EBU) as a key member of the Customer Operations Leadership Team.

Developed and implemented short-term mid-term and long-term strategic plans for EBU Digital Operations, focusing on enhancing customer experience and improving overall efficiency.

- Provided creative guidance to multi-disciplinary teams comprising digital graphic designers, front-end developers, and quality assurance specialists.
- Managed end-to-end project lifecycles, including implementation planning, issue resolution, communication, and change management.
- Fostered a team-centric approach to project methodology by emphasizing industry best practices.
- Defined operational roles and documented accountabilities in alignment with the EBU's digital operations strategy.
- Oversaw daily support and direction for the design portfolio while fostering staff development and guiding them through change.
- Boosted employee engagement by organizing team-building activities and events.
- Maintained consistent branding across all communication channels.
- Created, designed and implemented UI/UX standards and procedures.

MANAGER CUSTOMER JOURNEY DESIGN

2015 - 2016

ROGERS COMMUNICATIONS INC

Acted as the Voice of the Customer while collaborating closely with cross-functional channels to ensure customer experience is paramount. Using a strategic and hands-on position requiring project management of the customer experience process improvement initiatives in driving solutions to improve the process with the end customer in mind.

- Create end-to-end customer journey maps with detailed outlined risks, impacts, gaps, and provided capabilities to improve the customer experience.
- Lead experience conversations across all stages of a project, translating research insights into memorable user experiences.
- Delivered strategic and hands-on management of user experience and process improvement initiatives and drove solutions to improve those processes with the end customer in mind.
- Map out end-to-end customer engagement touchpoint paths (online, social media, retail, phone)
- Conducted interviews, ideation sessions, and co-creation workshops with business partners, subject matter experts and customers, for all stages of a project.

MANAGER NON-VOICE CHANNELS

2014-2015

ROGERS COMMUNICATIONS INC

I was the Customer Care stakeholder responsible for the development and implementation of Rogers.com self-serve projects and web chat.

- Developed the Care governance strategy for all Consumer support content adhering to the Digital Channels process and development lifecycle.
- Work closely with Digital Channels, e-commerce IT, platform administrators, Cross cross-functional teams, to ensure self-serve projects are delivered on time and meet the needs of the customer.
- Plan, design, and facilitate various meetings to support the implementation of initiatives to ensure procedures are clearly understood enabling successful implementation.
- Managed the planning, coordination, and communication of initiatives across National Consumer Care support solutions to ensure well-informed agents.
- Managed the rollout of national software tools to over 10k agents across multiple lines of business.
- Managed the rollout of the national customer care consumer chat support.

EDUCATION

Social Media Marketing
George Brown College - 2018

Graphic Design & 3D Animation
Advanced Diploma
Herzing College - 2007

Business Administration
Seneca College - 2001

AWARDS

Team of The Year
NHL Launch Team
Rogers Communications Inc

Customer 1st Award
Customer Care Award
Rogers Communications Inc

Business Impact Award
Implementation of Self-Serve
Rogers Communications Inc