

ROCHELLE FREEMAN

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Professional Summary

Excellent multi-media and communications skills coupled with an MBA and teaching /training background. High performer in specialized Delta Airlines role monitoring, consumer satisfaction across the Southeast Managed staff of 10 with strong strategic operations experience and results oriented approach in large consumer organization and leader of well known honor society.

Work History

Industry Satisfaction Monitor, 12/2017 to Current

Delta Global Staffing – Atlanta, GA

- Work with data analytics and marketing team to execute customer experience programs for a wide range of customers throughout the southeast airport locations
- Ongoing monitoring, tracking and reporting customer experience data through conversations, meetings, follow-up submitting reports
- Craft, pitch, execute outreach communications for various customers and clients
- Craft announcements that are positive, enthusiastic and appeal to customer experiences

Research Assistantship (CASA Program) Part-time, 06/2018 to Current

Georgia State University – Atlanta, GA

- Entered data into Google Scholar, Zotero, Mendeley results and generated research data.
- Worked with principal investigators to coordinate qualitative research into Political Science Department.
- Performed statistical, qualitative and quantitative analysis.
- Recorded data and maintained source documentation following good documentation practices.

Assistant Store Manager, 03/2016 to 04/2017

CVS Health Pharmacy – Alpharetta, GA

- Managed staff of 10 organizing teams to execute seasonal store promotions and sales
- Managed various seasonal event planning initiatives
- Scheduled and led weekly store meetings for all employees
- Managed ongoing financial and accounting transactions
- Managed the overall operation of nursing services and patient care, including financial management, quality assurance, safety risk management, teammate satisfaction, quality index scores and facility maintenance
- Demonstrated ability to influence and communicate with all levels of management and team members
- Strong project management skills and results oriented

General Education Elementary Teacher, 09/2014 to 09/2017

Fulton County Schools – Atlanta, GA

- Planned, implemented, monitored, and assessed a classroom instructional program which was consistent with Fulton County Schools regulations and Board of Education goals.
- Excellent writing, grammar and copywriting skills
- Strong verbal, presentation and communication skills
- Demonstrated ability to exercise discretion in handling confidential information and crisis management issues.
- Proficiency with Microsoft Office, including Word and Excel

Broadcaster News Reporter (INTERNSHIP), 05/2016 to 08/2016

WABE 90.1FM – Atlanta, GA

- Created written content pieces as needed in AP Style writing
- Excellent writing, grammar and copywriting skills
- Strong verbal presentation and communication skills
- Solid organizational skills and attention to detail
- Media outreach to various outlets for news stories and interviews
- Experience with social media marketing and copywriting

Middle School Special Education Teacher, 08/2003 to 05/2013

Detroit Public Schools – Detroit, MI

- Planned, implemented, monitored, and assessed a classroom instructional program which was consistent with Detroit Board of Education regulations and educational goals.
- Prepared and wrote coursework with an outline, clear course expectations, evaluations and timelines with a syllabus.
- Strong customer service focus orientation.

Interests

- Executive Board Publicity Chair, KSU National Society of Leadership and Success
- Executive Board Vice-President, KSU National Society of Leadership and Success received Engaged Leader Award
- TV producer certification
- Photographer
- Georgia State University, Signal Newspaper, Staff News Reporter

Skills

- Writing
- Proficient in MS Word programs
- Sharepoint
- PhotoShop
- Illustrator
- Publisher

Education

Master of Business Administration: Business/Marketing/Accounting
Keller Graduate School of Management - Alpharetta

Bachelor of Science: Public Administration
Central Michigan University - Mt. Pleasant

Bachelor of Arts: Journalism and Public Relations, Expected 2018
Georgia State University - Atlanta, GA