

# Ashanti Holder

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## Executive Summary

I am an innovative and strategic thinker focused on the solutions and process improvement through a mixed method approach in research, strategy, and collaboration. At the core of who I am is understanding people and what they require. This passion is what led my transition from a career as healthcare provider to a career in customer experience.

## Skills

### Technical

- Qualitative/Quantitative Research
- Data Analysis
- Customer Experience Innovation
- Program Management
- Data visualization
- Survey design and implementation

### Tools

- Medallia
- SQL
- Spreadsheets
- Microsoft Office
- Zoom
- Google Suite
- Gong
- Sendbloom

### Interpersonal

- Communication
- Analytical
- Curious Learner

## Certifications

Google  
Data Analytics Certificate, **May 2022**

CareerFoundry Bootcamp  
Introduction to UX Design, **January 2021**

Introduction to UX  
Georgia Tech through Coursera, **August 2020**

## Work Experience

### Customer Experience Associate

*LinkedIn, Remote*

**June 2021-current**

- Collect, track, and analyze customer feedback across numerous data sources to generate and deliver insights to senior stakeholders.
- Led discovery on auditing current program operations that resulted in 20% process improvement.
- Collaborated with cross-functional partners, in Sales, Business Operations, Systems, Product, Customer Success Operations, and etcetera to design and implement survey programs that identify and address gaps in the customer experience.
- Collect, clean, manage, and organize sensitive data prior to uploading in Medallia tool.
- Analyzed the health of VOC programs by utilizing quantitative research to understand usage of each channel/tool.
- Support implementation of Voice of Customer listening channels to provide account-level intelligence for the customer success and sales teams.
- Hosted weekly training sessions for stakeholders to demonstrate how to use survey tools and operations.

### Volunteer

- Design and collaborate with peer in building the first Customer Experience newsletter for our team on a quarterly basis.
- Responsible for content creation and collection of stories for the CX newsletter.

### UXR Program Manager and Healthcare Provider

*ATI Worksite Solutions/Vendor for FedEx Ground February 2019-June 2021*

- Strategized and managed multiple projects from ideation to implementation with an average of 91% success rate based on key performance metrics.
- Conducted rigorous quantitative research to meet goal of reducing injuries onsite, which resulted in saving the company on average \$16,627 a month.
- Through qualitative research I created a research project focused on health and wellness for new hire employees, resulting in a reduction of new hire injuries by more than 50%.
- Acted as a liaison between senior stakeholders at both my company and FedEx Ground to ensure proper communication.
- Spearheaded and designed survey plan to better understand patient's pain points to improve patient experience.

### Volunteer

- Assist and coach new hires through their first 180 days with weekly communication and accountability check ins, resulting in 100% retention rate after 6 months.
- Develop, design, and deliver first newsletter for ATI and FedEx collaboration, on a quarterly basis.

## Education

Middle Tennessee State University  
Murfreesboro, TN  
Bachelor of Science, with focus in Athletic Training **May 2018**