

# Alberto Villanueva

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## Professional Summary

Senior Operations Leader with 7+ years of experience building and scaling CX organizations in high-growth, tech-driven environments. Expert in bridging customer needs with product strategy to drive operational excellence and revenue. Proven track record of elevating CSAT scores (3.94 to 4.84), reducing ramp time by 50%, and leading cross-functional teams. Adept at transforming support functions from reactive cost centers into proactive revenue enablers.

## Core Competencies

- **CX Strategy:** Voice of Customer (VoC), Customer Journey Mapping, CSAT & NPS Optimization, Retention Strategy.
- **Operations:** Process Design, SOP Creation, KPI Development, Dispute Resolution, Staffing & Scheduling.
- **Leadership:** Team Building, Coaching & Mentoring, Cross-Functional Collaboration, Performance Management.
- **Technology:** Intercom, Zendesk, CRM Tools, Help Desk Automation, Remote Team Management Tools.

## Professional Experience

**H&R Block | Auburn, ME**

Multi-Unit Team Leader | November 2025 - April 2026 (Seasonal)

- Manage daily workflows across three multi-unit locations, ensuring compliance with company standards and delivery of exceptional client service.
- Execute strategic office-level growth plans, partnering with district leadership to meet and exceed seasonal revenue and client growth targets.
- Lead end-to-end talent management, including interviewing, hiring, and conducting performance reviews to build engaged, customer-centric teams.
- Monitor and control labor costs through precise scheduling and timekeeping management across all assigned units.

- Facilitate training and coaching sessions to upskill associates, ensuring team readiness and adherence to compliance and service protocols.

## Moved | Remote

Customer Experience Team Lead | July 2019 - May 2025

- **Team Leadership & Scaling:** Built the CX function from the ground up for a high-growth tech startup. Hired, trained, and led a high-performing team responsible for maintaining a 4.84/5 average CSAT over 12+ months.
- **Operational Optimization:** Reduced average resolution time by 35% by implementing async-first workflows and refining escalation logic.
- **Process Improvement:** Authored comprehensive Standard Operating Procedures (SOPs) and implemented Intercom automations, streamlining issue categorization and resolution.
- **Talent Development:** Designed and launched an onboarding system that reduced new hire ramp time by 50% while improving output quality by 10%. Established clear career ladders that facilitated internal promotions.
- **Strategic Impact:** Engineered a Voice of Customer (VoC) reporting infrastructure to deliver actionable insights to Product, Sales, and Marketing teams, directly influencing the product roadmap.
- **Revenue Protection:** Designed a financial resolution policy that improved dispute outcomes, achieving a 95% success rate in retaining revenue.
- **Metric Achievement:** Successfully drove CSAT from 3.94 to 4.84 in under 12 months by shifting the department culture from reactive support to proactive advocacy.

## Lowe's Home Improvement | Auburn, ME

Department Manager | April 2018- July 2019

## Office Max | Auburn, ME

Operations Manager | October 2016 - January 2018

## Education

University of Maine at Presque Isle

Bachelor of Arts in Political Science | 2022