

Jesi Owens

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20+ years in Customer Experience (support, strategy, tooling & operations).

10+ years in leadership at Airbnb & Google.

Passionate leader motivated by creating loyalty via efficient, creative, and informative customer experience. Customer Advocate obsessed with ensuring cross-functional collaboration results in happy users & increased revenue. STR & Vacation Rental Expert.

- Service & Support Program Manager, Strategist, People Manager
- Project Management, Launch/GTM Pro
- White Glove, Experiential, VIP Design. Surprise & Delight Trailblazer.
- Tools & Data Insights Champion. CRM owner. Product roadmapper.
- Expert Writer - SOPs, Knowledge Base, Copy, UX, FAQ, etc.

PROFESSIONAL EXPERIENCE

AIRBNB

2022 – present

Global Support Operations Lead, Airbnb.org

Currently leading all support needs globally for Airbnb's charitable arm, managing support & vetting teams with direct and indirect reports for reservations created for refugees & other disaster recovery efforts. Leading help center content overhaul. UX stakeholder. Responsible for people & performance management. Leading & improving onboarding and training protocols & automation strategy for future tooling. Standardizing, defining, and creating KPI's, metrics, and reporting to greater org. (Temp role-parental leave backfill).

LATCH

2021 – 2022

Director: Resident Services & Experience

Piloted subscription and service based programs for travelers interested in "Latch Lifestyle" nomadic rental model. Drove execution and scaled operations for resident offerings. Defined and built program by piloting, validating, and perfecting Latch's newest ideas in partnership with Marketing, Project, & Product teams. Key decision maker on GTM services for residents nationwide. Developed team, support structure, tooling, reporting, and touchpoints with residents to deliver an exceptional hospitality experience.

- Launched Latch Showrooms (luxury demo spaces in strategic markets) from concept to implementation, including furnishing, booking, support and FAQs.
- Owned swag for entire organization and launched single ordering process for swag and branded items.

LOOP & TIE (freelance)

2021-2022

Go-to-Market Lead, Subscriptions & Nurture Strategy Program Manager

Led GTM strategy & implementation for transition from retail-based gifting and swag platform to a subscription-based, SAAS focused company. Created & debuted marketing assets including web, PR, product, sales, copy and blog. Drove project timelines and stakeholder management activities. Trained sales. Successfully introduced tiered plans on time and on budget.

Currently creating the entire nurture strategy, including research, documentation, data collecting, hiring, copy, assets, triggers & testing.

GOOGLE

2019 – 2021

U.S. Operations Manager, Customer Experience and Merchant Success

Launched and led Customer Experience and Merchant Success Operations for Google's drone delivery service Wing's U.S. division. Ensured seamless customer experience across all touchpoints by working in close collaboration with leadership in Marketing, Strategy, Product, Community and Retail Partnerships. Managed community engagement, customer journey mapping, reporting and CRM improvements. Developed content standards and approval process, knowledge base, and training materials.

- Delivered key contributions to U.S. launch (now in The Smithsonian's National Air and Space Museum), including site logistics, hiring and operations. Hosted local and national media and coordinated experiential demos for national business partners including FedEx and Walgreens.
- Designed and launched entire customer support as part of the launch strategy for OpenSky platform, including staffing,

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content, FAQ and app store.

- Hired and scaled a multi-channel customer support, success, retail and warehouse teams, in addition to hiring and managing team of remote surveyors to identify eligible customers.
- Received numerous mentions in national media, including NY Times, The Today Show and CNN for library book delivery model during COVID-19. Onboarded multiple new business partners and operations models to meet customer and community needs during pandemic.
- Established legacy of inclusion for future employees and business partners as co-founder of Equity, Inclusion and Diversity Group and Committee Chair of Women and Minority-Owned Business Partnerships.

AIRBNB

2011 – 2019

Program Manager, Airbnb Love Team & Loyalty Services Department (White Glove)

Launched and scaled a global 24/7 elite team of project managers and customer support experts focused on driving brand loyalty, relationship preservation and VIP satisfaction. Delivered seamless end-user experiences by establishing multi-channel workstreams and specialized routing and escalation paths for segmented personas. Regularly analyzed metrics, including contact rate, handle time, NPS, and budgets. Made recommendations to global leadership related to strategy, headcount and prioritization. Created knowledge base, content standards, CRM, reporting structure and training materials. Crafted messaging and social media engagement standards. Strengthened relationships with critical partners and vendors in key markets globally. Collaborated closely with Marketing to provide experiential support & swag distribution worldwide at important events live & via global distribution channels via digital & mail.

- Produced highest client success ratings in company history, as measured by NPS, CSAT and social media analytics.
- Scaled gift platform from one account to a \$4M global operation with 120K individualized gifts on all continents.
- Launched and expanded Airbnb's Special Events CX program, with on-the-ground workflows and partnerships necessary to ensure positive, successful trips for VIPs and event attendees at major events such as the Olympics, World Cup, Sundance, SXSW & more.
- Founded, scaled and managed Airbnb's White Glove VIP service team, supporting over 2K VIPs (high dollar, influencer, etc) per year.
- Built foundation of Airbnb Luxe and Airbnb Brand Loyalty teams.
- Hired, onboarded and managed 50+ team members and regularly traveled globally to train & monitor team.
- Led seminars and designed workshops for Airbnb collaborative teams worldwide to grow understanding and increase adoption of customer love.

PRIOR RELATED EXPERIENCE: Senior Account Services Representative at AMERICAN FUNDS, Music Director and Assistant Editor at ALTDAILY.COM, and Lifestyle Marketing Representative at SONY MUSIC.

EDUCATION

Bachelor of Arts in Journalism (Honors) | Christopher Newport University

Bachelor of Arts in Literature (Honors) | Christopher Newport University

TECHNICAL SKILLS

Google Suite | MS Office Suite | Zendesk Certified Expert | Salesforce | Slack | Confluence | Campaign Monitor | JIRA | Snapengage | Asana | Spredfast | Engager | Hootsuite | Lucidchart | Concur | Reflektive | Workday | Wordpress | Figma

CORE COMPETENCIES

Customer Success & Service Design
Roadmapping & Resource Pro
Product Launches & GTM Rollouts
Knowledge Base Development
Reporting, Metrics, QBR
SaaS
Contact Center & Partnerships

Project Manager
People Management & Mentorship
Customer Experience Journey
Account Management & Partnerships
Operations Management
White Glove & VIP top tier support
Remote Work

Retention, Loyalty, Surprise & Delight
Multi-channel, CRM & Tooling
Comms & Engagement Strategist
Strong Copywriter
Swag, Gifting & Event Expert
Social Media CS
E-Commerce