

# EMILY L. HAYS

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## EXPERIENCE

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### VERIZON CONNECT

Atlanta, GA (80% Remote)

#### Senior Customer Experience Strategist

January 2022-Present

- Campaigned, designed, and executed a global cross-functional workshop with 20 senior and executive leaders to accelerate and align on our support strategy and roadmap. Led post-workshop opportunity prioritization and executive readouts.
- Influenced executives to pursue a \$5M contact center transformation instead of a singular channel solution. Analyzed case data and self-service support experiences, recommended solutions, managed technology vendor evaluation, assisted with formation of a cross-functional team, developed executive presentations, and supported the team through technology implementation where we achieved a 55% increase in utilization of digital self-service support tools.
- Designed a new frontline organizational role (200+) to improve customer experience & operational efficiency, and increase revenue. Defined requirements, identified gaps, partnered cross functionally, trained the team, and advised senior leaders.
- Designed, tested, and implemented new experiences to improve customer support including: quarterly business reviews across SMB, phone line consolidation and new IVR menu, agent-facing case intake tool in Salesforce, design of new chat intents & workflows, design strategy for customer self-service portal, examination of product information architecture, and more
- Improved customer literacy & role employees play in the E2E journey by hosting cross-functional events that elevated user research and leveraged journey maps, service blueprints, and design artifacts as collaboration tools with business partners
- Partnered with leaders to identify, pitch, and deliver strategic projects across both the product and operations roadmaps, where we achieved a 30% churn reduction from efforts across 2 years of work.
- Developed recommendations to streamline & unify complex backend systems; 4 of the 5 were implemented in 2023

### MAILCHIMP

Atlanta, GA

#### E-Commerce Product Management Intern

May 2021-August 2021

- Formulated a competitive landscape and emerging market analysis for Mailchimp's global e-commerce platform which resulted in strategic recommendations to guide product strategy for future product development and differentiation
- Led feature prioritization and partnered to build and release an MVP omnichannel experience for Mailchimp Stores

### CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC)

Atlanta, GA

#### ORISE Research Fellow / Quality and Sustainability Office

August 2015-June 2018

- Built a cross-functional team of 20 senior leaders to define and launch a national strategic cold storage optimization initiative. Coordinated with NIH and led strategic analysis including: gathering qualitative data from users and stakeholders, usage data, and prioritizing improvements. Identified \$100k YoY cost-savings, discovered reputational risk, & received a federal award
- Led 10 industry leaders to develop and launch an inaugural laboratory freezer challenge. Defined user requirements, gamified the maintenance process, and introduced scorecards to track progress while developing strategy and business plan. Saved ~2.7 million kWh/yr (~1900 MT of carbon emissions) from 1,300 labs and scaled the program internationally
- Implemented CDC's sustainability communications and marketing plan to manage data calls, authored 3 CDC Annual Sustainability Reports and 40+ articles, managed Twitter (47% growth), and redesigned website information architecture
- Developed partnerships to strengthen sustainability thought leadership: partnered with Emory University to create a recurring drive-through recycling event; designed inter-agency webinar series featuring leaders like Harvard & Fitwel

### GREENVILLE HEALTH SYSTEM

Greenville, SC

#### Research Assistant / Furman University (joint appointment)

June 2014-July 2015

## EDUCATION

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### GEORGIA INSTITUTE OF TECHNOLOGY, Dual Masters

Atlanta, GA

#### Master of Business Administration (MBA) & Industrial Design (MID)

December 2021

- *Concentration:* Managing Innovation & Technology
- *Masters Project:* Awarded a paid position by the Center for 21st Century Universities to conduct design research, define features & requirements for service implementation of and strategy for Georgia Tech's future international education hubs

### FURMAN UNIVERSITY

Greenville, SC

#### Bachelor of Science, Sustainability Science

May 2014

## ADDITIONAL INFORMATION

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**Leadership:** Board Member, Georgia Tech College of Design (oversees 5 design schools), July 2022-Present  
Board Member, Generation Green of the Georgia Conservancy, June 2017-June 2019  
Presenter, Verizon Global Design Summit, *Designing for the Employee Experience (2022)*

**Awards:** Department of Energy Award (2018), HHS Green Champion (2017), QSO Employee of the Year (2016)

**Design Skills:** Design Thinking, User Testing, Journey Maps, Prototyping, Service Blueprints, Business Strategy