Elizabeth Oster

- 972-754-9691
- elizabeth@eoster.io
- eoster.io

LANGUAGES

English (*Native*)
Japanese (*Intermediate*)

AWARDS

AAF NSAC 2019 1st Place Winner
AAF Alpha Delta Sigma Honor Society
Perialas Oratory Finalist Spring 2017

EDUCATION

Bachelor of Science in Integrated Marketing Communications
Ithaca College, Ithaca, NY, August 2016 - May 2019
- Honors // *cum laude*
- Overall GPA // 3.6

Japanese Language Student
University of Texas, Austin, TX, June 2018 - August 2018
- Japanese Language GPA // 4.0

TECHNICAL

Media Production & Design
- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe Premiere Pro
- Audacity

Social Media Management
- Hootsuite Platform Certified

Billing & Invoicing
- Stripe
- Ariba
- Shopify Vendor

Programming
- Python
- Ruby on Rails
- HTML
- CSS
- Bootstrap
- Materialize

Media Planning
- Simmons OneView

CRM
- Intercom
- Canny.io
- Front

Search Engine Datasets & Algorithms
- Google Search
- Google Maps
- Google Scholar
- Google Shopping
- Google Images
- YouTube Search
- Bing Search
- Yahoo! Search
- Baidu Search
- Amazon Product Search
- Search Engine Results Scraping
- Machine Learning Datasets
- SaaS Tools & API Applications
- SERP Algorithm Manipulation
- Local SEO Data Tracking
- Real-time News Monitoring

Internal Communications and Coordination
- Google Workspace
- Slack
- Zoom
- Microsoft Teams
- GitHub Codespaces

EXPERIENCE

SerpApi, LLC, Austin, TX, December 2019 - June 2021
Head of Customer Success // April 2021 - June 2021
- Established department goals for all Customer Success Engineers and Specialists
- Provided direction, work assignments and technical training
- Directed all product enhancements including new features, APIs, infrastructure and security improvements
- Responsible for all Customer Success hiring, onboarding and technical and systems training
- Directed Customer Success department marketing efforts for SEO backlinks and SERP meta-data descriptions
- Developed and managed front-end resources like API documentation, use cases and FAQ
- As the Enterprise Account Director am responsible for all invoicing, vendor account systems and custom enterprise contract sales
- Performed System Administration for the top user accounts and community forum

Customer Success Engineer // June 2020 - April 2021
- Lead project manager on API bugs, new features and APIs
- Responsible for Enterprise Accounts, managed invoicing and facilitated vendor contracts and custom enterprise contract sales
- Facilitated Customer Success hiring and directed the Customer Success onboarding process with newly created resources
- Project lead on updating and maintaining all SerpApi systems SERP meta-descriptions for SEO
- Coordinated addition and integration of new user forum community resources for more streamlined API bug reporting

Customer Success Specialist // December 2019 - June 2020
- Reproduced all user reported API bugs and new features then documented them for Engineering
- Resolved all user technical and billing issues and questions
- Project least on API plugin for Google Sheets to allow for non-code savvy users to access the APIs
- Account lead and contract negotiation for custom enterprise users

American Advertising Federation NSAC, Ithaca, NY, January 2019 - June 2019
Lead Illustrator, Content Editor & Strategy Director
- Coordinated creative, brand activation, media planning and account management content into integrated advertising campaign
- Lead for all production illustration and creative materials for campaign content and plan book
- Directed communications between departments for content planning, outlining and organized delivery of elements for final production
- Responsible for data analysis for both national and local markets across the United States
- Placed 1st in the competition

Ithaca College LGBT Education Center, Ithaca, NY, August 2018 - December 2018
Public Relations Writing & Social Media Management
- Wrote and edited press releases, speeches, media advisories and feature content
- Outline a targeted and comprehensive strategic PR plan
- Constructed schedule for organization's social media content posting