

LAURA LYNCH

SUPPORT OPERATIONS • CUSTOMER EXPERIENCE • PROCESS DESIGN

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PROFESSIONAL SUMMARY

Customer support and operations leader with 12+ years across luxury, beauty, retail, ecommerce, and consulting. Built customer operations across three brands, led a support team, and developed workflows, SOPs, escalation paths, and reporting practices. Experienced in translating customer issues and operational data into practical improvements with product, engineering, logistics, and business partners.

CORE COMPETENCIES

Support Operations Strategy • Team Leadership • Intake & Escalation Workflows • SOPs & Knowledge Management • Customer Experience Metrics • QA & Service Standards • Root-Cause Analysis • Support Tooling • Capacity & Inventory Forecasting • Cross-Functional Feedback Loops • Operational Reporting • Business Analysis

PROFESSIONAL EXPERIENCE

RIMOWA (LVMH)

Apr 2026 – Aug 2026

Client Services Advisor (Contract) | New York, NY

- Managed complex post-purchase cases spanning orders, warranty, repairs, product care, and service escalations for a global luxury brand.
- Coordinated across service and operational partners to resolve at-risk cases, navigate constraints, and maintain clear ownership through resolution.
- Identified recurring friction within service workflows and supported consistent execution across customer touchpoints.

Tools: Salesforce Commerce Cloud, Salesforce Marketing Cloud

GUCCI

Oct 2025 – Apr 2026

Client Services Advisor (Contract) | New York, NY

- Managed omnichannel order and post-purchase support across phone, email, live chat, and digital channels for North American clients.
- Resolved complex order, repair, return, and escalation issues while coordinating across internal teams and established operating processes.
- Maintained accurate case handling and customer communication within brand, legal, and compliance standards.

Tools: Salesforce Commerce Cloud, Salesforce Marketing Cloud

WUNDERKIND

May 2025 – Jul 2025

Customer Success Manager, Mid Market (Contract) | New York, NY

- Managed multiple e-commerce client workstreams, coordinating priorities, execution, QA, issue resolution, and cross-functional dependencies.
- Analyzed performance data to identify issues and opportunities and translated findings into clear client and internal actions.
- Built account health reporting and performance dashboards in Looker to surface client performance and inform action.
- Partnered with Product, Engineering, Design, and client teams in a fast-moving environment requiring strong ownership and operational follow-through.

Tools: GA4, Google BigQuery, Confluence, Jira, Zendesk, Airtable, Monday.com, Excel, Internal Platforms

TATA CONSULTANCY SERVICES

Mar 2023 – Sep 2023

Business Analyst, Customer Experience Consulting (Contract) | New York, NY

- Analyzed customer and operational processes to identify gaps, document requirements, and support improvements across enterprise workflows.
- Translated business needs and stakeholder input into structured recommendations and cross-functional workstreams.
- Supported reporting, process analysis, and implementation activities in a complex multi-stakeholder environment.

Tools: Microsoft Office, Power BI, Jira

Customer Experience & Operations Manager | New York, NY

- Led customer and e-commerce operations across three beauty brands, building processes, SOPs, escalation paths, and day-to-day operating practices.
- Implemented Shopify Plus and Gorgias support workflows and defined escalation paths across channels.
- Managed 3PL procurement and shipping workflows for 5+ B2B partners, including retailer shipments, EDI allocation and release, receipt validation, freight coordination, and inventory reconciliation.
- Managed inventory forecasting and SKU-level requirements, including min/max inventory, long-lead projections, monthly run-rate reporting, product catalog maintenance, new-item setup, and price changes.
- Tracked support KPIs, including customer satisfaction, resolution time, and return rates, to guide service improvements.
- Partnered across Sales, Marketing, Finance, Logistics, external vendors, and distribution partners to resolve operational issues and improve execution.

Tools: Klaviyo, Yotpo, Okendo, Figma, Mailchimp, Microsoft Office, Shopify Plus, AfterShip

REVLON / ELIZABETH ARDEN

Mar 2019 – Apr 2020

Sales Analytics Associate Manager | New York, NY

- Managed allocations across 10+ accounts for hundreds of units of inbound inventory, coordinating planning, supply, demand, and account requirements.
- Investigated and resolved inventory inconsistencies using product activity and history data, supporting accurate inventory and data flow across systems.
- Supported forecasting, receipt timing, inventory buys, sell-through analysis, promotional planning, and weekly/monthly operating reviews.
- Built reports and presentations that surfaced risks, opportunities, inventory needs, and recommended actions for cross-functional stakeholders.

Tools: Oracle JDE, Microsoft Office, Power BI, Figma

EILEEN FISHER

Aug 2017 – Oct 2018

Merchandise Associate (Contract) | New York, NY

- Maintained seasonal assortment, pricing, line-sheet, and product files while communicating product and delivery changes across cross-functional teams.
- Processed sample orders for markets and key accounts and coordinated workflow deliverables with vendors, Sales, Design, Planning, Marketing, and Production.
- Analyzed sales and trends to identify product needs, best sellers, underperformers, and assortment opportunities.

Tools: PLM, PIM, Microsoft Office, Adobe Applications

ADDITIONAL OPERATIONS & MERCHANDISING EXPERIENCE

SAKS FIFTH AVENUE — Digital Merchandise Associate | Managed digital PO tracking, item lifecycle, inventory reporting, launch timing, site QA, vendor coordination, and resolution of product and fulfillment issues.

Tools: Cognos, SkyPad, Microsoft Office, SQL, Jira, Confluence

COACH — Global Merchandise Product Coordinator | Supported 250+ products, inventory management processes, operating procedure improvements, and development of an internal inventory-management platform.

Tools: CSLS (Internal Platform), Microsoft Office

GAP GLOBAL HQ — International Franchise Merchandise Assistant | Supported pricing architecture, product line sheets, visual mapping, showroom operations, and market preparation.

Tools: PLM, PIM, Microsoft Office, Adobe Applications

EDUCATION

Master of Professional Studies — Retail Design & Merchandising

Bachelor of Arts — English