

# BROOKE WEBB

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## Education

**No Degree:** Business Management And Marketing, Expected in 05/2029

**University of Nevada, Reno** - Reno

**High School Diploma:** 05/2025

**Palo Verde High School** - Las Vegas, NV

## Professional Summary

Dynamic Guest Experience Lead at McDonald's with a proven track record in enhancing digital engagement and driving successful online transactions. Skilled in customer behavior analysis and communication, I effectively trained teams to elevate brand representation and boost upselling efforts, contributing to improved promotional strategies and customer satisfaction.

## Skills

- Social media management
- Sales & upselling
- Communication & brand representation
- Customer behavior analysis
- Event coordination

## Experience

**Guest Experience Lead**, 03/2024 to 08/2025

**McDonald's** – Las Vegas, NV

- Improved digital engagement by assisting customers with navigating the website and placing online orders, increasing successful online transactions by 75%.
- Identified customer behavior trends and communicated insights to management to enhance promotional strategies.
- Performed quality assurance evaluations to ensure consistent brand messaging and service standards.

**Shift Leader**, 10/2022 to 02/2024

**The Bagel Nook** – Las Vegas, NV

- Trained new hires on company communication standards, improving the consistency of brand voice and guest interaction.
- Oversaw cash-handling processes and tracked daily sales performance to support store-level marketing goals.
- Collaborated with the team to promote featured items and seasonal specials, driving upsell conversions.