

# Michelle Calderon

Graphic Design  
United States

View the full portfolio at <http://www.thecreativefinder.com/michelleink>

## **Professional Experience and Curriculum Vitae**

Please kindly get in touch for more information.

## **Previous Clientele**

Please kindly get in touch for more information.

## **Awards and Accolades**

Please kindly get in touch for more information.

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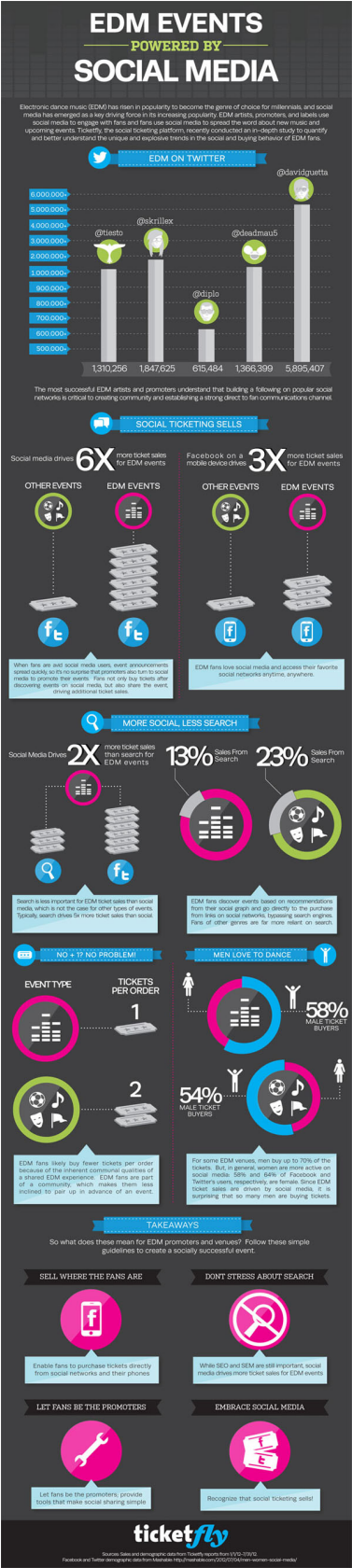
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THE VAMPIRE DIARIES SURVIVING DEATH

THE PLAYERS

SURVIVAL KIT

WEAPON STASH

BEWARE OF ORIGINALS

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# TALK TO ME

Customers Crave Personalized Support in a Social World

Customer need more than convenient access to customer service; they need a team of genuine human interaction that drives positive customer experience. 71% of customer service requests are made through social media, and 89% of customers are growing impatience. However, 60% of customers want to interact with their favorite brands, and 71% of customers want to keep it that way.

Learn why they think companies can no longer make the personal touch.

## CUSTOMER CARE IS VITAL

81% of consumers that deliver excellent customer service are outperforming their competition.

68% of advertising customers leave as a result of your customer service.

To deliver EXCELLENT SERVICE

TO GAIN A NEW CUSTOMER

7X THE COST

2% INCREASE IN RETENTION

10% INCREASE IN COMPANY COSTS

10% INCREASE IN RETENTION

30% INCREASE IN CUSTOMER VALUE

RESPITE THIS: MANY COMPANIES ARE NOT USING SOCIAL MEDIA AS THE MOST EFFECTIVE CUSTOMER CARE CAPABILITY.

## THE SOCIAL MEDIA SHIFT

Social media is growing in significance as a customer service channel.

29% of consumers prefer online customer service to speaking on the phone.

62% of consumers have already given their thumbs up for customer service.

15% INCREASE

Failure to respond via social media causes a 15% increase in the churn rate by leaving customers.

Despite the growing significance of social media in customer service, many businesses still ignore it. Of the top 50 brands in a 2011 AT Kearney survey:

56% Did not respond to any customers on their Facebook page.

55% Consumers expect a response to online comments in the same day it is posted.

71% of consumer complaints were completely ignored on Twitter.

BY 2015, OVER 80% OF COMPANIES WILL AUTOMATICALLY RESPOND WITHIN 1 HOUR OF CUSTOMER CARE.

## CONTACT CENTER IS STILL KING

Today, customers overwhelmingly still prefer to communicate via telephone.

71% of all users prefer to have a phone conversation.

92% of all customer service interactions are via telephone.

CONTACT CENTERS MADE AN ALKALINE OF

45.4 BILLION CALLS EVERY YEAR

## However, 85% Are Dissatisfied With Their Phone Experience

60% of customers are dissatisfied with their phone experience.

72%

69%

84%

84%

Think it takes too long to reach a live agent.

Think they are not paid fast enough.

Do not feel like transferred more often or on call.

Get frustrated when a rep does not have immediate access to their info.

## MAINTAIN A HUMAN RELATIONSHIP

Even though social media continues to gain popularity, it is just a channel. Human interaction and the contact center are still the most efficient and desired way to maintain healthy customer relationships, if taken to maintain the personal touch.

- 1 Recognize The Personal Touch
- 2 Provide Answers
- 3 Understand The Social Shift
- 4 Don't Waste Time

69% of people will explore the next option if they can get a better service experience.

45% of online consumers will abandon a purchase if they cannot find a quick answer to their problem.

50% of customers expect a response to a complaint within a few days, social media is an instant time of communication.

66% of customers say that making a customer's time is the most important aspect of customer service.

Create a Huge Impact On Business

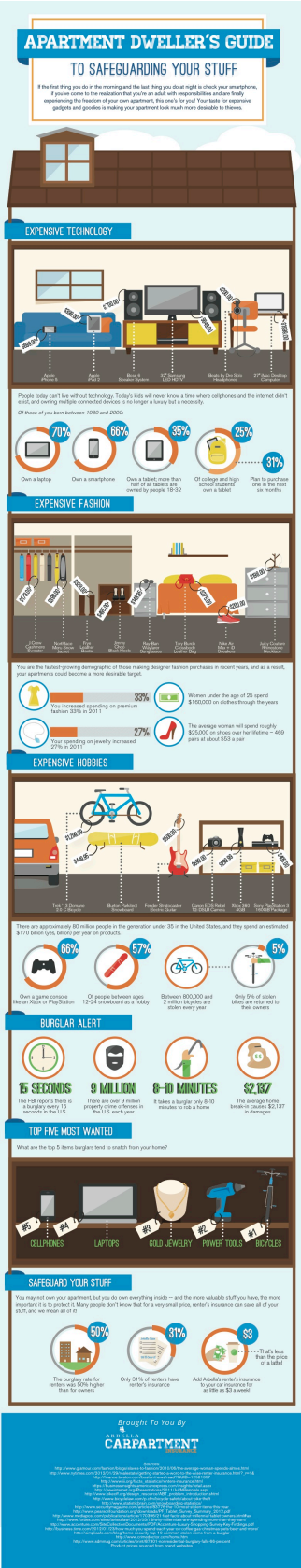
73% of Millennials have spent more money with companies that provide good customer services.

five 9

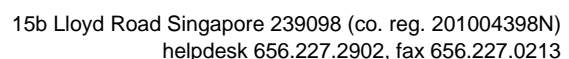
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<http://www.zinnovations.com/blog/customer-service-on-social-media/>  
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# The Anatomy of A HOLLYWOOD CAR CHASE

Car chases light up the screen every summer, helping blockbusters rake in hundreds of millions. These thrilling car chases are expensive and exciting and we continue to eat them up. Of these memorable car chase scenes, which are the most expensive, and how do they measure up to reality?

## How Much Does it Cost?

3

**\$3.5 MILLION**

THE BLUES BROTHERS

2

**\$38 MILLION**

THE FAST AND THE FURIOUS

1

**\$40 MILLION**

THE MATRIX: RELOADED

It's not always the shiny, multi-million dollar chase scenes that stay in our minds forever... Sometimes it's the classic film, and the characters behind the wheel in those films, that we remember long after leaving the theater. These three classics will be hard to top!

## Most Popular Car Chases

**RONIN (1998)**

**THE FRENCH CONNECTION (1971)**

**BULLITT (1968)**

ACTION ROBERT DENIRO  
CARS BMW M5, PONTIAC 406 & AUDI 50  
LOCATION: PARIS & NICE  
SPEED: 60-100 MPH

ACTION GENE HACKMAN  
CAR: 1971 PONTIAC LE MAN  
LOCATION: NEW YORK CITY  
SPEED: 90 MPH

ACTION STEVE MCQUEEN  
CAR: 1968 FORD MUSTANG 390  
1969 DODGE CHARGER R/T  
LOCATION: SAN FRANCISCO

## Cars Wrecked in Crippling Numbers

MOVIE TITLE	HOW MANY CARS WERE DESTROYED TO MAKE THE FILM?
THE FAST AND THE FURIOUS (2001)	200 CARS
G.I. JOE: THE BIDE OF COBRA (2000)	112 CARS
THE BLUES BROTHERS (2000)	104 CARS
GONE IN 60 SECONDS (1976)	98 CARS
SAB BOYS 2 (2000)	20+ CARS
CHRISTINE (1983)	24 CARS
CASINO ROYALE (2006)	3 AUTHENTIC ASTON MARTINS
THE DUKES OF HAZZARD (1976-1985)	250 CARS

## Hollywood Chases vs. The OJ Chase

How does the most popular criminal car chase in history, coincidentally in the city of the movie industry, compare to the ones we see on screen? It may have been cheaper and slower than an average Hollywood chase, but it's just as memorable.

### Hollywood Chase

A GOOD DAY TO DIE HARD  
**78 DAYS**

GONE IN 60 SECONDS:  
**40 MINUTES**

AVERAGE MOVIE SPEED  
**60-100 MPH**

THE FAST AND THE FURIOUS  
**\$38 MILLION**

CAMERA TIME

LENGTH

AVERAGE SPEED

TOTAL COST

### OJ Simpson Chase

FROM APB TO ARREST  
**3+ HOURS**

ACTUAL POLICE CHASE  
**2 HOURS**

AVERAGE SPEED  
**35 MPH**

CHASE AND TRIAL COST LA  
**\$9 MILLION**

## The Reality of Car Chases

The reality of a car chase is nothing to joke about. In the past year, the number of injuries and deaths caused by car chases is astounding -- and most of them were started by someone running from a minor traffic violation.

**40%**  
OF ALL CAR CHASES END IN CRASHES

**2/3**  
RESULT FROM MINOR TRAFFIC VIOLATIONS

**10,000**  
PEOPLE HAVE DIED AS A RESULT

**321**  
PEOPLE HAVE BEEN INJURED AS A RESULT

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[http://www.theater.com/departments/theaternews/car-chases-in-hollywood](#)

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[http://www.fox.com/2009/05/05/051313Hawker1112009.html](#)

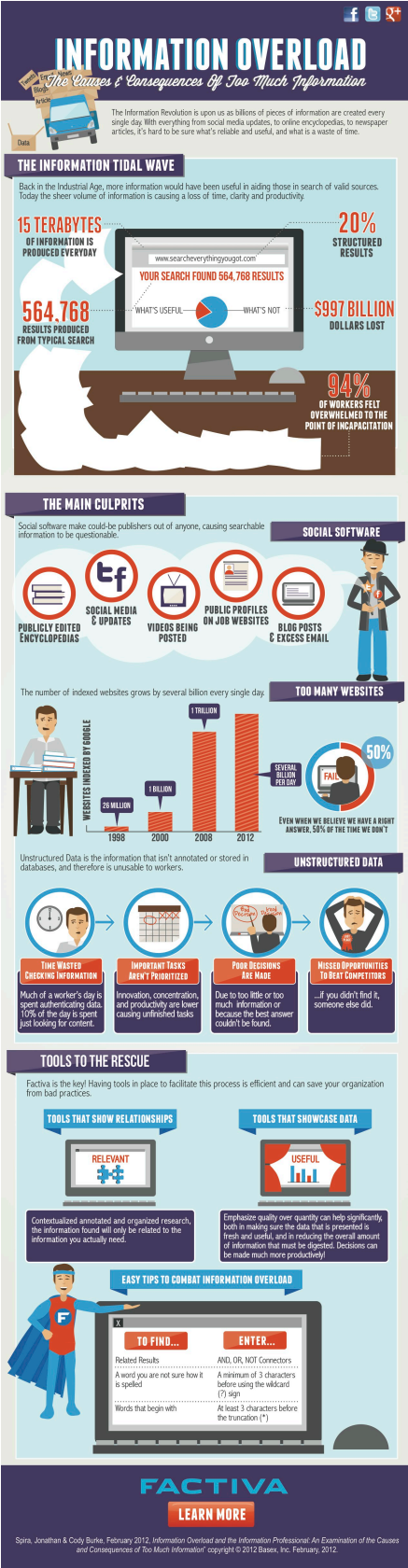
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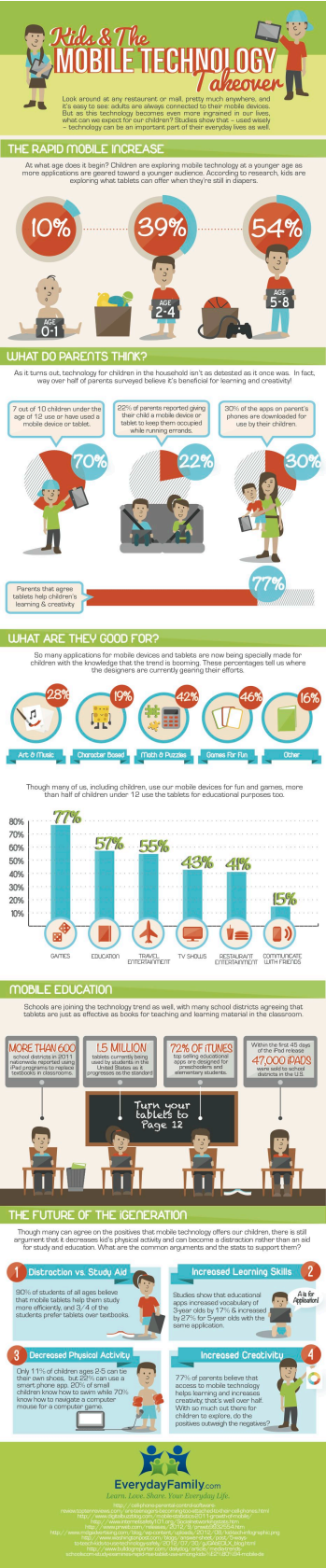
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Weddings around the World

Marriage is a universal concept. In most cultures, two people have come together to become one in a wedding ceremony. The symbolism in the union is apparent in all cultures. The ability of humanity to express in the act of marriage, because the bond they - the culture, the continent, and the state - share from place to place.

Western traditions where did they come from?

engagement ring... something old... carrying the bride... A white dress...

Indian traditions pre-wedding ceremony traditions the celebration

Mexican traditions pre-wedding ceremony traditions the celebration

Chinese traditions pre-wedding ceremony traditions the celebration

Russian traditions pre-wedding ceremony traditions the celebration

Japanese traditions pre-wedding ceremony traditions the celebration

WeddingBug studios

http://www.bauhaus.com/japanese-wedding-traditions.htm
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