

# Gina Marrinucci

## Customer Experience Manager

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## About Gina

### Expertise

- Customer Advocacy
- Conflict Resolution and Service Recovery
- Process Improvement
- Leadership and Coaching
- Cross-Functional Collaboration
- Strategic Customer Retention and Loyalty
- Performance Metrics

**Gina Marrinucci** brings more than 35 years of retail sales and customer service experience to Marrinucci & Co., with an unwavering, people-first guiding principle. Throughout her career, Gina has gained invaluable experience working with leading organizations in the retail, hospitality, and healthcare industries – opportunities which have provided a strong foundation in customer service excellence. Gina has developed a deep understanding of how to deliver personalized service, manage high-volume customer needs, lead and mentor successful teams, and uphold the highest standards of professionalism.

- At Men's Wearhouse, Gina developed the company's national call center from the ground up, leading a 60-person team with strategic precision to quickly resolve customer questions and issues.
- At David's Bridal, she created and implemented service training programs which improved customer satisfaction scores by 5% year over year.
- As the Retail and Concierge Manager for the Texas Children Pavilion for Women within Texas Children's Hospital, Gina was responsible for the purchasing and management of Bella Luna, a boutique retail business. Over her tenure there, Gina successfully increased sales year over year, demonstrating her ability to serve customers and drive measurable growth.

For Gina, excellent service goes beyond problem-solving – it's about active listening, understanding and making every customer feel valued. With empathy, patience, and a genuine desire to help, she has built lasting relationships, consistently delivering effective support and meaningful results. In addition to her leadership roles, Gina provides consulting services for businesses seeking to elevate their customer experience. She specializes in helping organizations build effective processes that streamline operations and enhance customer satisfaction. She also advises small retail businesses on team training and performance improvement, ensuring that every interaction strengthens loyalty and fuels growth.