

# Mark Firestone

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## Summary

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Dynamic leader with over 18 years of operations and customer service experience. Detail-oriented, reliable, flexible and creative. Passionate about serving others domestically and abroad.

## Education

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### Indiana University

#### **B.S. Tourism, Conventions and Event Management**

*Completed December 2004*

#### **Event Management Certificate**

*Completed May 2005*

## Highlights

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- + Operations, Leadership and Management
- + Hiring, Onboarding and Training
- + Customer Service and Interpersonal Relationships
- + Staff and Team Development
- + Communications and Technical Writing
- + Special Event Operations
- + Development and Fundraising
- + Computer and Technology Proficiency
- + Database Management and Administration
- + Ticketing and Access Control System Operations

## Professional Experience

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### CMF International, Nairobi, Kenya

#### **Child Sponsorship**

#### **Field Team Coordinator**

*Sep 2014 – Aug 2018*

#### **Operations:**

- + Day-to-day oversight of front-line team managing Kenya child sponsorship program comprised of 16,000+ children across 23 urban and rural schools.
- + Development and implementation of efficient, scalable processes
- + Facilitation of ≈1,000 annual visits between visitors and sponsored children
- + Sorting, screening, logging and delivery of 4,000+ letters and gifts annually
- + Preparing, tracking and reviewing of 50,000+ letters from children annually
- + Updating photos and bio information of 16,000+ children biennially

#### **Customer Service:**

- + Research and timely, accurate responses to information requests from sponsors
- + Improvement of consistency and quality of communications to sponsors

#### **Management:**

- + Report generation, monitoring for trends in giving and sponsor retention

#### **Training and Technical Writing:**

- + Facilitation of beginner and intermediate Excel/Google Sheets trainings
- + Facilitation of trainings, creation of training video for new processes
- + Creation of Child Sponsorship Field Team SOP Manual

#### **Interpersonal Relationships:**

- + Established effective cross-cultural relationships with Kenyan nationals

#### **Database Administration:**

- + System administration of sponsorship database and donor management software

#### **Development:**

- + Raised over \$200,000 in gifts and ongoing commitments over 3 years

CMF International, Indianapolis, Indiana

**Associate Director,  
Urban Poor Ministries**  
*Sep 2012 – Sep 2014*

**Leadership:**

- + Oversight of \$9 million child sponsorship program across 4 countries
- + Casting vision and setting expectations for child sponsorship program
- + Building, refining, focusing and leading home office sponsorship team
- + Management of growth of program from 7,000 to 12,000+ children

**Operations:**

- + Implementation of scalable, efficient processes in preparation for growth
- + Confidential handling and processing of single and recurring donor payments

**Customer Service:**

- + Timely response to sponsor inquiries, concerns and complaints
- + Improvement of experience, satisfaction and retention of 7,000+ donors

**Project Management:**

- + Implementation and administration of new donor management software

**Development:**

- + Introduction of CMF Child Sponsorship to new churches and organizations
- + Facilitation of sponsorship drives with over 75 existing partner churches
- + Report generation, monitoring for trends in giving and donor retention

**Database Management:**

- + Segmentation design and implementation for focused donor communications
- + System Administrator for donor management/CRM system

**Technical Writing:**

- + Creation of Child Sponsorship Home Office Team SOP Manual

**Interpersonal Relationships:**

- + Regular international visits to check on challenges faced by field teams
- + Effective collaboration with critical cross-cultural partners

The Children's Museum of Indianapolis, Indianapolis, Indiana

**Visitor Services Manager**  
*Nov 2007 – Sep 2012*

**Leadership:**

- + Member of Leadership Team for department consisting of over 30 full-time and 50 part-time team members in the areas of customer service and security
- + Created culture of recognition, respect and teamwork throughout department

**Operations:**

- + Direct oversight of Concierge, Group Arrival, Show Ticketing, Rentals, Entry Gates
- + Indirect supervision of Box Office, Call Center
- + Interviewing, hiring of 30+ front-line staff and specialized, supervisory positions
- + Creation, implementation and facilitation of queuing, crowd control plans
- + Space planning and crowd flow of new Welcome Center and Group Arrival area
- + Daily tracking of attendance, monitoring trends against projections
- + Cashing out and balancing cashier tills
- + Oversight and preparation of department budget, strategic planning
- + Preparation for appropriate response to numerous emergency scenarios

**Customer Service:**

- + Ensuring exceptional service delivery to over one million guests annually
- + Implementation of courteous, guest-friendly services and processes
- + Effective resolution of challenging guest situations

**Training and Technical Writing:**

- + Creation and implementation of new department procedures manuals
- + Facilitation of department training and orientation for new staff

**Project Management:**

- + Development and implementation of Customer Experience Mapping project over the course of 3 years

Walt Disney World, Orlando, Florida

**Attractions Host**

*May 2007 – Dec 2008*

**Operations & Customer Service:**

- + Safe operation of complicated ride systems for over 900 people per hour
- + Monitoring large crowds for safety and flow during parade operations
- + Consistently upholding Disney's world-class brand of customer service
- + Recognition by operations leaders for performance and management abilities

Indianapolis Zoo, Indianapolis, Indiana

**Attractions Manager**

*Jan 2003 – May 2007*

**Operations:**

- + Daily oversight of zoo attraction operations: train, roller coaster, carousel, 3-D ride, splash park and playground
- + Oversight of revenue centers: ride ticket sales and souvenir photo stand
- + Ensuring daily ride operations comply with and exceed state safety regulations
- + Creation of daily schedules, balancing operational needs with labor budgets
- + Response to and management of ride breakdowns or emergency situations

**Customer Service:**

- + Providing great service to over one million guests annually
- + Effective resolution of challenging guest situations

**Training and Technical Writing:**

- + Creation of progressive training and ride certification program
- + Creation and revision of all ride operations manuals and department guidelines
- + Training and orientation of new team members

**Development:**

- + Research and develop new attraction concepts, producing new revenue streams

**Special Event Creative Production:**

- + Writing, directing, and producing annual haunted and holiday train rides

**Guest Relations Manager**

*Jan 2002 – Jan 2003*

**Operations:**

- + Oversight of Member Services at the main entrance: new/renewal and upgrade processing, guest ticket sales, entry validation
- + Indirect supervision of daily ticket sales and admission, rentals, parking
- + Monitoring of guest feedback, watching for trends in satisfaction levels
- + Daily setup and monitoring of box office and main entrance queues
- + Increased safety and efficiency with new bus drop-off and group entry procedure
- + Cashing out and balancing cashier tills

**Customer Service:**

- + Implementation of immediate service recovery protocols for guest situations
- + Effective and appropriate resolution of challenging guest situations

**Training:**

- + New hire departmental training and orientation

**Creative:**

- + Conceptual design of themed membership sales and marketing kiosk

**Guest Services Shift Manager**

*Jul 2000 – Jan 2002*

**Operations:**

- + Assisted in supervision of all front-line staff in box office, entrance gates, rental counter, and parking booths
- + Cashing out and balancing cashier tills
- + Acted as closing shift supervisor, closing out cash drawers, counting safe funds, completing closing reports, and ensuring security of all entry gates at end of day
- + Responsible for daily box office queue line setup and management

**Customer Service:**

- + Assisted in resolution of challenging guest situations, escalating to appropriate leaders as necessary