

## WORK EXPERIENCE

New York, NY

October 2018 – Present

### Operations Manager

- Designed a new ticketing system to help address member needs proactively, leading to a 10% reduction in churn YoY.
- Built various automations to improve operational effectiveness, including a feedback form system that reduced manual work by 80%.
- Overhauled CRM platform through data enriching, building live dashboards, and writing custom scripts to increase cross-functional collaboration and reduce tedious data updates.
- Created all current SOPs and workflows for the company including, billing procedures, onboarding walkthroughs and client management protocols.

New York, NY

March 2018 – August 2018

### Operations Lead (Contract)

- Enhanced CRM data enrichment practices and improved deal conversion rate by 15% over a 6 month period.
- Revamped internal processes leading to an improvement in transparency and team productivity.
- Liaised with startup founders and event staff to coordinate monthly in-person dinners for current and potential members.
- Worked in partnership with the UK growth team to develop long-term strategies to uncover untapped growth opportunities.

Atlanta, GA

March 2016 – March 2018

### Senior Client Success Manager

- Led the implementation of a data quality improvement initiative helping to increase qualified leads by 15% QoQ.
- Presented software recommendations to our engineering team which helped decrease manual work by 30%.
- Collaborated with founders on multiple functions including developing and executing the onboarding program for new client strategists leading to a marked ability to scale the team.
- Recognized as instrumental in helping reach \$1M in annual bootstrapped revenue within the first 2 years of launching.

Atlanta, GA

August 2015 – March 2016

### Regional Digital Marketing Specialist

- Designed unique content for all social channels including monitoring, publishing, and content development.
- Optimized and identified opportunities to boost in-store sales and increase average basket size.
- Tracked benchmarks for measuring impact of social media campaigns with KPIs and dashboard analytics.
- 1st Digital Marketing Specialist ever hired in the South Region during a company-wide launch to improve online presence.

## ADDITIONAL PROFESSIONAL EXPERIENCE

5+ Years Retail and Customer Service Experience within Speciality Food, Coffee & Tea

## EDUCATION

Bachelor of Arts | International Affairs, concentrating in International Business, Economics and Policy

## SKILLS + TOOLS

Project Management | Business Analysis | Strategic Planning | Workflow Optimization | Data Visualization | Process Improvement | Relational Databases | Change Management