

Professional Summary

Enthusiastic HR Professional eager to contribute to team success through hard work, attention to detail and excellent organizational skills. Clear understanding of Digital Marketing Avenues, such as SEO and training in [Wordpress](#). Excellent reputation for resolving problems and improving customer satisfaction.

Skills

- Website optimization
 - CMS (Wordpress)
 - SEO & Copywriting
 - Content Marketing
 - Email Marketing
 - UX Web Design
 - Keyword optimization
 - Data Analysis
 - SEM trend knowledge
 - Analytical skills
 - Redirect monitoring
 - Staff Management
 - Team Leadership
- Business Development
 - Employee relations
 - Event Planning
 - Labor relations
 - Performance reviews
 - Performance Management
 - Public Relations
 - Publications
 - Recruiting
 - Safety
 - Staff training
 - Training Programs

Work History

Financial Family Advocate, 07/2020 to Current

Rutgers University – New Brunswick, NJ

- Educated clients on various financial matters and provided professional recommendations on investment opportunities, products and services based on each clients' individual needs.
- Collaborated with families to assist in growth, development and education to increase potential.
- Worked with clients to improve life choices and maximize benefits of programs.
- Improved clients' coping with routine life activities such as food budgeting and rental payments.
- Delivered exceptional level of service to each customer by listening to concerns and answering questions.
- Maintained customer satisfaction with forward-thinking strategies focused on addressing customer needs and resolving concerns.
- Provided comprehensive case management services, including creating treatment plans and connecting clients and families to appropriate resources.

Human Resources & Digital Marketing, 02/2018 to 04/2020

Astro Engineering And Manufacturing – City, STATE

- Human Resources: Talent Acquisition, Recruiting, Orientation, On-boarding/Off-boarding, Training Programs, Employee & Industrial Relations, Employee Engagement & Activities, Performance Management, Succession Planning, Compensation & Benefits, Events Committee Chair, Communication Manager, Work Procedure/Instruction Facilitator, Policy Advisor, Safety Coordinator & Training, OSHA Compliance, Risk Management, Safety Auditor, and Safety Committee Chair.
- Marketing: CMS (WordPress & WP Engine), Content Marketing (SEO, Copywriting, Blogs, Whitepapers, UX), B2B Email Campaigns (Constant Contact), SMM (LinkedIn, Instagram, Facebook, Pinterest, Yelp), Web Analytics (Google, Thomas Net), Brand Awareness (Trade Shows, Meet & Greets, Lunch & Learns), Customer Surveys (Survey Monkey) and Sales.
- Followed programs closely to assess effectiveness and make proactive changes to meet changing demands.
- Monitored and handled all employee claims, including performance-based and harassment incidents.
- Boosted brand awareness by establishing strong web and social media presence.
- Managed digital projects end-to-end, from initial conceptualizing through final implementation and live monitoring.
- Masterminded highly successful digital strategies for various platforms to attract customer engagement.
- Optimized social media channels and web pages to improve SEO and usability.
- Tracked and reported on marketing campaign performance monthly to help with optimizing current and future plans.
- Leveraged tracking data to segment target audiences, trigger campaigns and personalize content.
- Oversaw numerous social media campaigns, including creating and deploying content, engaging with target audiences and boosting reach with strategic ad placements.
- Improved click-through rates, conversion and other important KPIs with strategic approach.
- Improved page content, keyword relevancy, and branding to achieve search engine optimization goals.
- Streamlined HR efficiencies, coordinated new hire orientations and provided onboarding and training for [\[Number\]](#) new employees.
- Promoted employee buy-in of organizational objectives by conducting orientations of new team members and regular town hall meetings for established employees.
- Educated management on successful policy implementation and enforcement actions to prevent employee legal entanglements.
- Implemented new-hire program by incorporating training initiatives while resolving problems and processing related documents.
- Worked with managers to achieve compliance with organizational policies, providing clarifying information and recommending necessary changes.
- Enhanced team workflows and employee job satisfaction by coordinating communication between managers and employees.
- Conducted investigations into incidents and reported on findings.
- Developed safety training procedures and documented into manuals for distribution to all staff members.
- Wrote safety program plans to manage hazards, reduce incidents and save company money through less time lost and lower insurance payouts.
- Tracked, reported and analyzed website analytics [\[Timeframe\]](#) to drive strategy and improve user experience.
- Incorporated XML sitemaps, robots.txt files and 301 redirects to facilitate search engine spidering, crawling and indexing.
- Collected and analyzed Web metrics such as visits, time on site and page views per visit.
- Built, implemented and updated effective SEO strategies.

Marketing and Operations, 09/2010 to 09/2017

Russell's On The Lake – City, STATE

- Human Resources: Talent Acquisition, Orientation, On-boarding, Policy Development, Safety/Sanitation Procedures, Employee Engagement, Employee Relation & Retention Strategies, Business Acumen, Event Planning and Operations.
- Public Relations & Marketing: CMS & Web Design (WIX), Web Maintenance, SMM (Facebook, Google Business), and Publications.
- Masterminded highly successful digital strategies for various platforms to attract customer engagement.
- Collaborated with internal departments to build digital experiences and achieve marketing goals.
- Monitored and optimized advertising campaigns using Google, Facebook and Bing.
- Managed marketing campaigns to cultivate brand awareness and drive website traffic.
- Created social media content with consistent content and tone.
- Promoted brand identity by delivering attractive, user-friendly and unique website.
- Developed site navigation by categorizing content and funneling traffic through content.
- Observed all corporate rules and regulations, including safety procedures.
- Provided outstanding service to all individuals, promoting effective and lasting business relationships.
- Trained and guided team members to maintain high productivity and performance metrics.
- Improved brand awareness by monitoring all marketing campaigns and fostering membership acquisitions and business development.
- Eased team transitions and new employee orientation through effective training and development.

Executive Director, 06/1998 to 05/2010

Tender Time Learning Center – City, STATE

- Independently managed the day-to-day operations of a DHS licensed, 130-student body, child care center with a staff of 30 while providing tactical and operative headship in accordance with the company mission, vision, value initiatives.
- Served as a calculated contributor to organizational decision-making on policies/procedures, service lines, and human capital by effectively utilizing my tactical business acumen.
- Implemented human resource programs through talent acquisition, staffing logistics and labor management, employment processing, background checks, payroll (ADP/e-time), compensation and benefits, COBRA, staff training and development (instructed 150+ hours of in-service), staff performance reviews, records management, risk management, employee relations and retention, succession planning, AA/EEO compliance, and other labor relations.
- Administered unemployment insurance hearings, investigations, separations and grievances.
- Effectuated scheduling, enrollment, attendance, employee handbooks, health and safety policies, contracts, safety/emergency drills, billing and collections (clients and county agencies), USDA and FDA compliant food menus, and administered equipment maintenance/ordering.
- Developed and implemented the facility's program plan, monthly curriculum, progress reports, evaluations, technology advances, and grant writing.
- Established performance goals for each department and provided feedback on methods for reaching those milestones.

Education

Society for Human Resource Management Certification: Human Resources, 12/2017

SCSU - St. Cloud, MN

Bachelor of Arts: Human Services, 05/2017

Bethel University - Saint Paul, MN

Associate of Arts: Generals, 05/1999

North Hennepin Community College - Minneapolis, MN

Certifications

- SHRM-CP - Society for Human Resource Management - 2/2018 - present