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Alexis Frisch

LET'S TALK



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EDUCATION

BACHELOR'S DEGREE

Hospitality Management
Bowling Green State University
2011 - 2014

EXPERTISE

UX / UI Design

SalesForce - CRM/Customization

JS/CSS/HTML/APEX

Google Analytics

Adobe Creative Suites

- Photoshop

- InDesign

- Premiere Pro / Final Cut Pro

- Character Animator

- Illustrator

Microsoft Office Suites

- Excel

- Word

- Powerpoint

ABOUT ME

I consider myself a “forever student”. When something piques my interest, I rarely allow it to be an idle thought. These can range anywhere from woodworking, roller derby, drawing, and cooking, to preservation of nocturnal pollinators. My perfect day consists of crisp fall weather, coffee on the front porch with my wife and dogs, and an apple orchard, where I’m sure to leave with my favorite snack, a caramel apple. I find an ease with talking to others, whether that be through email, over the phone, or face-to-face. I’m certain to bring humor into any situation, and unmatched caring and compassion for those around me.

EXPERIENCE

PRODUCT DESIGN SPECIALIST | SIMPLYHOME March 2020 - Present

This position focused on brainstorming and implementing enhancement plans for new technology and enhancements to our CRM as part of the Product Development team, with a specialization in user design and function, marketing and QA testing.

- UI/UX Designer
- Data Visualization Specialist
- Quality Assurance Specialist
- Beta Test Coordinator

BUSINESS DEVELOPMENT | SIMPLYHOME May 2019 - March 2020

I worked to craft customer experience through creating a full onboarding and continued training plan for our national representatives, designing and implementing their online portal to our CRM, and hosting monthly roundtables.

- Managed all incoming Consumer Requests
- Reported Monthly on Business Development KPIs
- Developed and Managed Representative Onboarding Program

OPERATIONS COORDINATOR | SIMPLYHOME July 2018 - May 2019

Provider onboarding and process flow management were the focuses of this role. I was responsible for hosting all new provider webinars, managing conference timelines and shipping, and ensuring office operations were streamlined. This also required a working knowledge of state Medicaid requirements and changes.

- Business Flow Management
- State Medicaid and Market Research
- Initial Contact for all New Providers, Partners, and Consumers

OPERATIONS COORDINATOR | RESORTQUEST January 2017 - June 2018

I worked closely with homeowners to ensure trust and maximize revenue while managing SOX and entry-level accounting duties.

- Homeowner Liaison Duties
- Certified On-the-Job trainer / Guest Journey Committee Co-Chair
- Monthly Forecasting/Prelim Budgeting, Vendor Invoicing, and SOX