

# CAITLYN BROWN

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Customer-oriented, strategic thinker who utilizes communication, planning, and relationship building skills to design solutions that create value for internal and external stakeholders. Experienced in using the customer voice and needs to develop process frameworks and guide service delivery decisions.

## EXPERIENCE

09/2019 – PRESENT

**SENIOR CUSTOMER SUCCESS MANAGER**, EDUCATION NETWORKS OF AMERICA

ENA delivers future-ready connectivity, communication, cloud, and security solutions to community anchor institutions – education, library, healthcare, and government – across the country.

- Supported the initial procurement and ongoing retention of several of CatchOn's largest customers to date through meaningful communication, responsive support, and supplemental reporting tailored to district and staff needs.
- Influenced the future development of CatchOn through direct customer feedback and a deep understanding of the industry's needs as related to instruction, finance, security, and compliance.
- Represent CatchOn at national and regional conferences and deliver thought leadership sessions related to student data privacy compliance and application/digital resource utilization.
- Assist with RFPs as a CatchOn subject matter expert on an as-needed basis.
- Serve as a member of company Event Squad and assist with planning and execution of employee events.

### PROJECTS & SIGNIFICANT CONTRIBUTIONS

- Project Manager and product specialist for Houston Independent School District
- Subject Matter Expert for LAUSD CatchOn RFP and proof of concept
- Developed CatchOn new hire onboarding and training plan
- Member of CoSN's 2022 Driving K-12 Innovation Global Advisory Board

09/2018 – 09/2019

**CUSTOMER ENGAGEMENT SPECIALIST**, EDUCATION NETWORKS OF AMERICA

- Managed event marketing opportunities and relationships for CatchOn and TeleQuality Communications after their acquisition and affiliation with ENA.
- Served as Project Manager to coordinate event and product marketing opportunities for internal and external stakeholders including: sales, product, and technology teams; current and prospective customers; industry associations; and various 3<sup>rd</sup> party vendors

08/2016 – 09/2018

**DIRECTOR OF PHILANTHROPY**, DISCOVERY CENTER AT MURFREE SPRING

The Discovery Center at Murfree Spring is a children's museum dedicated to providing hands-on, minds-on opportunities for learners of all ages.

- Managed relationships with existing base of approximately 40 mid-level to major donors by creating value-generating opportunities and personalizing ongoing communications with a goal of increasing year-over-year donor retention.
- Oversaw consistent update of donor and volunteer database to include touch points, asks, donations received, and development plan progress.

**PUBLIC PROGRAMS COORDINATOR, 01/2014 – 08/2016**

**SCHEDULING COORDINATOR, 02/2012 – 01/2014**

**EDUCATION SPECIALIST & WEEKEND SUPERVISOR, 09/2010 – 02/2012**

## EDUCATION

**DATA ANALYTICS BOOTCAMP CERTIFICATION, NASHVILLE SOFTWARE SCHOOL**  
APPRENTICE, ANTICIPATED COMPLETION 06/2022

- EXCEL – PIVOT TABLES, VLOOKUP, INDEX AND MATCH, DATA CLEANUP
- SQL – RELATIONAL DATABASES, JOINS, SUBQUERIES, CTES
- PYTHON – JUPYTER NOTEBOOKS, PANDAS, MATPLOTLIB, NUMPY, SEABORN
- POWERBI – DATA VISUALIZATION, PRESENTATION
- TABLEAU – DATA VISUALIZATION, PRESENTATION

**MASTER OF BUSINESS ADMINISTRATION, LIPSCOMB UNIVERSITY**

**BACHELOR OF ARTS, UNIVERSITY OF EVANSVILLE**

## SKILLS

- LEADERSHIP & MANAGEMENT
- STRATEGIC PLANNING
- PUBLIC SPEAKING
- DATA VISUALIZATION
- CUSTOMER SUCCESS & RETENTION
- PROJECT MANAGEMENT
- AGILE

## ACTIVITIES

- ADVISORY BOARD MEMBER, Discovery Center at Murfree Spring (01/2020 – Present)
- VOLUNTEER BASEBALL COACH, Murfreesboro Miracle League (09/2017 – Present)
- VICE PRESIDENT, COMMUNITY, Junior League of Murfreesboro (06/2016 – 05/2018)
- MEMBER, Rutherford CABLE (01/2014 – 12/2017)
- BOARD MEMBER, Child Advocacy Center of Rutherford & Cannon Counties (06/2014 – 05/2016)
- MEMBER, Junior League of Murfreesboro (05/2012 – 06/2020)
- YOUNG PROFESSIONAL'S BOARD, Special Olympics of Tennessee (01/2016 – 11/2018)