

# Beth Ann Patterson

[bap.portfolio.2021@gmail.com](mailto:bap.portfolio.2021@gmail.com)

Full Stack Development and Coding Student with University of Arizona seeking to work in DevOps, Quality Assurance, Software Testing, and join the ranks of talented professional Debuggers.

Business Operations Analyst with far reaching expertise in Sales & Client Relationship Management Systems.

## Career History:

2/2016 – Present Sabbatical: Cared for family

2/2015 – 2/2016 **Emerge – American Express OPEN Top Client Group - Finance**

**Operations Analyst / Solutions Consultant / Sales Enablement Analyst**

Dynamically effective analyst who identified solutions that increased client spending and enhanced experiences for clients and relationship managers of financial products.

- Provided comprehensive and meaningful analyses of clients' spending behavior and developed data focused client performance functional strategies
- Resolved a variety of escalated and complex issues across multiple departments establishing positive outcomes for clients, partners, and relationship managers
- CRM subject matter expert and functional analyst improving compliance, underwriting, vendor lead generation, deck creation, and many coordinating systems
- Recognized for being an exceptional communicator between sales teams, technical support departments, contracted partners, and clients especially in revealing discoveries that promoted use of financial products

7/2013 – 2/2015 **HotChalk Inc, University Admissions, Phoenix Arizona**

**Marketing and Enrollment Specialist / Alumni Liaison Community Programs Analyst**

Enterprising relationship manager skilled in converting business prospects to partners at high rates.

- Spotlighted for exceeding lead generation and enrollment goals plus my dedicated drive to succeed
- Consistently developed successful scripts and materials toward acquisition of new clients
- Reliable liaison for alumni and current students with their ambassador network, student services, technical support, and funding specialists while generating and cultivating new leads
- Produced and provided training on Salesforce CRM application and on developing community referrals

3/2012 – 6/2013 **Grand Canyon University, College of Education Online, Tempe, Arizona – Admissions**

**Enrollment Counselor / Enrollment Analyst**

Enthusiastic counselor dedicated to optimizing enrollment and retention of online students.

- Dependably surpassed daily, monthly, and quarterly performance expectations in student starts, retention rates, and recruits' academic successes
- Bolstered team activity as the team's CRM functional analyst; led trainings on CRM, and on the call conversation flow with best practices leading an inquiry through application and enrollment
- Skillfully built relationships and developed students into graduates guiding on university acceptance, college placement, and class confirmation

10/2009 – 3/2012 **South University, EDMC OHE, Phoenix, Arizona - Admissions**

**Assistant Director of Admissions / Senior Admissions Representative**

Energetic driver of university admissions elevating experiences of students and admissions team.

- Demonstrated expertise in overcoming difficult enrollment challenges to ensure successful matriculation
- Championed CRM enhancements and best practices for managing applications in student CRM
- Produced reports and provided deep analysis and solutions to invigorate students' activities

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### **4/2008 – 10/2009 Scottsdale Cultural Council: Performing Arts and Museum, Scottsdale, Arizona Application Specialist / CRM Analyst/ Development Associate / Donor Records**

Thoughtful designer of donor database and instrumental in strengthening donor tracking systems, enhancing fund-raising, membership sales, ticket sales, and event attendance while improving internal processes.

- System Administrator credentials and duties managing the website/API interface with database “Tessitura” (non-profit CRM) optimizing reporting and data capture of fundraising, ticket sales, and financial general ledger systems
- Performed audits and produced reports of patron activities for Marketing, Membership, Development, Finance, IT, and Ticketing departments using Transact SQL and Tessitura application
- Systematically improved patron online experience, website content and functionality with ticketing sales, tele-funding / donor development, and accounting
- Supervised Donor Records department and trained staff on best practices for patron/donor/member communication, design of membership materials, incentive programs, data entry procedures

### **3/2007 – 02/2008 Red Mountain Family Chiropractic, Mesa, Arizona Marketing Manager / Office Manager**

Successful marketer catapulting the amount of new chiropractic patient visits.

- Generated over 140 new patients within the first quarter and increased daily patient visits by 191%
- Developed and managed telemarketing campaigns, patient promotions, advertising/media placement
- Ran strategic Public Relations initiatives establishing key relationships with community businesses, press contacts, local leaders
- Wrote press releases and collaborated on all design of promotional materials for the practice
- Sold treatment plans and negotiated financing options with patients

### **9/2006 – 3/2007 Phoenix Food Industries / PrideStaff, Tempe, Arizona Account Executive / Executive Assistant to the V.P. of Sales & Marketing**

Highly motivated salesperson achieving the highest sales per representative in volume and across all territories.

- Created and implemented an outside sales program promoting dietary supplements to alternative health practitioners; produced this pilot endeavor from inception to delivery
- Directed initial start-up marketing and sales strategies including targeting chiropractors, naturopathic physicians and small vitamin retailers
- Launched and managed a multi-city territory of new accounts through cold prospecting
- Trained reps across all territories, performed demos, supervised fulfillment assistant
- Administered accounts receivables, supported CRM, organized leads directory
- Coordinated tele-marketing campaign with account maintenance and lead cultivation

**Skills:** Operations Analysis, Outside/Inside Sales, Business Analysis, Database / CRM Analysis, Business Development, Project Management, MS Suite: Word, Excel, Access, PowerPoint, Publisher, SQL MS Studio, Telemarketing, Salesforce, PeopleSoft, MediSoft, CRUSE, CampusVue, Tessitura, Raiser’s Edge

**Education:** Arizona State University, Bachelor of Arts - Theatre  
New Horizons Microsoft Certifications, T-SQL, SQL Server Maintain/Implement