



Kristina Nadler Sorrelli

EDUCATION - WHAT I'VE LEARNED

KU EDWARDS CAMPUS | Data Analytics

WILLIAM WOOD UNIVERSITY

BA. Commercial Art | Minor: Business

TECHNICAL SKILLS - WHAT I'VE DONE

Relationship Building | Process Implementation |
Python | Pandas | Matplotlib | MySQL |
Microsoft Office | Yext | Marketing Communications

EXPERIENCE - WHERE I'VE BEEN

VP OPERATIONS/CLIENT SERVICE

BVK DIRECT | JUNE 2008 - APRIL 2017

- Supervised a team of 20 (office/satellite) with revenues of 20+ million, while maintaining an advertising client portfolio (including Fortune 500 Company, Healthcare GPO's, and retail) with revenues of \$1.6MM.
- Turned around a non-performing operation, effected a successful culture change throughout the division by focusing all personnel on better client service and product implementation; leading to a marked growth of customer confidence and up-sell opportunities.
- Served as an escalation point for issues impacting both clients and product implementation to reduce risk.
- Key strategic force in bringing on and implementing new products and programs company-wide.

TEAM LEAD | BVK DIRECT | JULY 2007 - JULY 2008

- Lead company training, software upgrades, and customized workflow of order processing software.
- Organized and executed nationwide co-op program for client base.
- Active lead as key strategic force in bringing on and implementing new company-wide software conversion.

ACCOUNT SUPERVISOR

BVK DIRECT | JULY 2000 - JULY 2007

- Management of client base with 6000+ contacts.
- Organized and executed nationwide co-op program comprised of 7,000+ client files.
- Increased average client expenditure by 15%, leveraging cross and up-sell opportunities.

CONTACT

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CURRENT POSITION

STUDENT: Data Analytics |
KU Edwards Campus
June 2018-Dec 2018

PROFILE

Dynamic and motivated professional with a proven record of generating and building relationships, managing projects from concept to completion, and coaching individuals to success. Skilled in building cross-functional teams, demonstrating exceptional communication skills, and making critical decisions during challenges. An adaptable and transformational leader with an ability to work independently, embrace change, and developing opportunities that further establish organizational goals.