

Richelle (Vai) Pearson

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EXPERIENCE

Indeed, Inc - Operations Support Specialist

June 2021 - Present

Led the initiative to review and roll out new product functionality to 500 of our highest visibility clients.

Project resulted in rollout of new functionality to 1,234 clients, doubling the initial goal.

- The process required creating eligibility criteria for these top client
- Created monetization opportunities for clients that did not meet criteria to increase spend

Oversaw the entire project management life cycle of the job matching initiative.

Initial goal of 9% coverage was met in phase 1 allowing for additional expansion phases leading to a total of 22% job coverage by end of phase 2.

- Defined overall scope and managed execution as well as oversaw two additional expansion phases
- Developing instructions / guidelines for our external vendor team of 10 to execute. Rolling out training and audit schedule to the vendor team

Collaborated peers to develop Standard Operating Procedures and decision guiding flowcharts for the vendor team and internal training purposes.

Direct project management experience with large-scale operations team, resulting in a 20% reduction to the team's turnaround time

- Developed project timeline and milestone tracking to fit within Agile workflows
- Defined requirements and subsequently executed salesforce case research into prolonged turnaround time

Collaborated with external product team and CRM team to create a specialized Salesforce Case Record and subtypes.

- Created the business case to submit to leadership by defining technical requirements. Working closely with stakeholders to meet business needs
- Expanded knowledge around structure and permissions within Salesforce environment

Implemented an Office Hours Program, working to provide ad-hoc support and policy clarification for Client Support & Sales throughout 2022 and 2023.

- Led more than 60 sessions in that time.
- I leveraged internal connections to bolster documentation on common pain points
- Expanded program to accommodate EMEA teams and Global Product Commercialization teams.
- Campaigned for increased internal coverage of Office Hours to support the initiative

Colosseum Athletics - Social Media Intern

Nov 2019 - April 2020

- Increased conversion rates on email marketing newsletter by 0.5% by improving formatting, calls to action and interesting email subjects in MailChimp
- Consistently managed multiple social media accounts A schedules (Facebook, Instagram) by maintaining strict time management
- Created unique marketing materials that served to establish a brand voice
- Successfully promoted merchandise sales by utilizing professional relationships with brand ambassadors and Instagram influencers.
- Constructed in-house photo shoots to create engaging polished content for websites and social media.

Conduent – Data Entry Specialist

May 2019 – Nov 2019

- Reduced project workload by entering large amounts of data ahead of schedule, reducing pressure on team members and focusing on high priority projects.
- Maintained highly organized file systems allowing for easy access to important evidence and client notice.

Education

California State University, Long Beach

2013 - 2020

Hongik University

2017

UCLA Extension

2023

Skills:

Data Analytics Jira, Salesforce, Project Management, Agile, Confluence, Tableau, Google Sheets, Excel, Google Suite, Microsoft Office suite, Wordpress, Customer Service, Cross-Team Collaboration, Email Campaign