

PROFILE

Client and market specialist with UCF degree and five years of expertise and professional accomplishment in client success, marketing, and HR project implementation. Seeking career-oriented role as client specialist or marketing specialist.

EXPERTISE & CAPABILITIES

Client Success	Market & Competitive Research	Event Marketing & Coordination
Project Management	Social Media & Email Marketing	Negotiations & Contract Management
Human Resources	Marketing Automation	Reporting & Presentations
Marketing Analytics & "Big Data"	Audience Segmentation & Targeting	Client Relationship Management

Initiate and manage long term systems that improve customer satisfaction, enhance retention, and maximize customer lifetime value. Demonstrate subject matter expertise through awareness of market trends and competitive offerings. Skilled at integrating marketing, research, sales, and customer service functions to expertly:

- Navigate clients through entire lifecycle including marketing, sales, onboarding, support, and account management
- Initiate two-way dialogue with clients to share critical information, gather market research, and support sales efforts
- Follow up with prospects and new clients to address post-sale gaps, fulfill requests, and determine client satisfaction
- Perform regular account reviews, identify opportunities, and follow up with clients to increase incremental revenue
- Communicate valuable market feedback to internal marketing teams, sales managers, and executives

MARKETING EXPERIENCE

HR Mobile Services, Inc. – Visalia, CA	IIPP Administrator	2021
<ul style="list-style-type: none">• Responsible for creating and updating Injury & Illness Prevention Programs and related documentation for over 100 companies across 16 states• Manages WordPress website and overall company marketing strategy through evergreen blog content and social media ad copy• Leads meetings on ongoing OSHA activity to share updates, review progress against timelines, eliminate roadblocks, and align team efforts		
Alight Solutions - Orlando, FL	Client Specialist	2018 to 2020
<ul style="list-style-type: none">• Collaborated with colleagues to plan and execute testing of deliverables for HR solutions in five healthcare implementations• Cataloged test procedures, observations, and results using proprietary software• Spearheaded effort to migrate client's crucial data from internal system to cloud-based platform to better serve their needs		
Pocket Points Inc. - Orlando, FL	Marketing Representative	2016 to 2017
<ul style="list-style-type: none">• Promoted Pocket Points app through classroom presentations, social media, and promotional events• Introduced new ideas to improve app exposure and participated in discussions about or with potential partner organizations• Raised Pocket Points share at UCF from 35% to 51%; onboarded 10 new partners		
21st Century Safety - Orlando, FL	Social Media Manager	2016
<ul style="list-style-type: none">• Wrote content for, interacted with audiences, and curated social media presence on Facebook, Twitter, and LinkedIn• Led small content team in establishing strategy, standardizing style guide, and monitoring analytics• Grew viewership of blog and social media platforms		

EDUCATION

Bachelor of Science in Writing & Rhetoric (Minor in Marketing) - University of Central Florida	2017
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TECHNICAL SKILLS

Microsoft Office (Excel, Word, PowerPoint, Outlook), Google Docs, Hootsuite, Buffer, Weebly, WordPress, Canva, iMovie