

# Margaret Campbell

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**Personal Statement:** User empathy is at the heart of every decision. As long as we keep the user in the forefront of our iterating, testing, tearing down, and rebuilding, we are practicing great design.

July 2013 to Present | Project Insight by Metafuse | Irvine, CA

## **PI# champion promoted from Customer Success Manager from Business Development**

- Assists future product direction, UI/UX, & human centered design based on user interviews
- Copywriter for product support content on our public website, blogs, social media, and email
- Product trainer
- Crafts content to further promote PI products, services, and brand
- Researches, tests, and advises on industry software trends, behaviors, and practices
- Promotes storytelling and evangelizing through our clients' successes
- Recommends and set client expectations on best practices for successful use of Project Insight
- Product specialist for prospect demonstrations for business development team
- Evangelizes PI products and brand in outward facing events (public speaking, trade shows, business events)
- Builds proof of concepts and SOWs for integrations, reporting, and demonstrated internal and external capabilities
- Responsible for coaching and the retention performance of staff of four employees
- Built lasting relationships to foster widespread loyalty to the Project Insight brand
- Contributing employee to a start-up, project management Software as a Service (SaaS) team

November 2017 to May 2018 | University CA, Irvine | Irvine, CA

## **User Experience/User Interface Bootcamp**

- <https://www.babypixelpusher.com>

January 2008 to July 2013 | JPMorgan Chase Bank, N.A. | Spokane, WA - Laguna Niguel, CA

## **Assistant Branch Manager promoted from Sales & Service Associate, Senior Teller, Teller**

- Jan 2013: Not only achieved a required "Satisfactory" audit for compliance but passed with no reportable findings, also known as a "perfect audit"
- Managed 18 employees to meet expectations for accuracy, balancing, sales production, knowledge of federal regulations, knowledge of procedures
- Delivered corrective action regarding attendance, accuracy and performance issues
- Wrote and delivered performance reviews for the midyear and year-end periods
- Encouraged career development through promotion and skill building, created and implemented action plans for employees looking to grow within Chase
- Solely built branch schedule for all staff members monthly
- Successfully helped to maximize branch profitability while minimizing risk, evidence found in branch's second tier ranking among national peers in Profit and Loss ranking

August 2007 to January 2008 | American Red Cross | Kennewick, WA

## **Health and Safety Services Director**

September 2005 to January 2008 | American Red Cross | Spokane, WA

## **Health and Safety Services Support Specialist/Business Instructor**

August 2003 to May 2007 | Gonzaga University | Spokane, WA

## **Bachelor of Arts**

- Graduated Magna Cum Laude with Bachelor of Arts, Religious Studies