

# CAROLINE CRANCH

KNOWLEDGE MANAGEMENT ANALYST

215.510.9830

cranch.caroline@gmail.com

1502 Green Street, Unit 5, Philadelphia, PA 19130

Linkedin.com/in/caroline-cranch



## EDUCATION

### **Certificate, Full Stack**

#### **Web Development**

PENN LPS CODING BOOTCAMP

Philadelphia, PA

Anticipated Graduation Nov 2019

### **Bachelor of Business Administration**

TEMPLE UNIVERSITY

Fox School of Business

Philadelphia, PA

June 2015

## SKILLS

WebEx

iManage DeskSite

Microsoft Office

SharePoint 2013

Visual Studio Code

GitHub

Piano – Classically Trained

## PROFILE

Creative, self-motivated professional with strong interpersonal skills seeking to evolve a knowledge management background into a full stack software development career.

## WORK EXPERIENCE

### **KNOWLEDGE MANAGEMENT ANALYST**

Independence Blue Cross | 2018 – Present

- Supports Commercial and Medicare Operations
- Designs and populates internal SharePoint microsites
- Drafts training guides for Operations systems and processes
- Acts as KM liaison for system integration projects

### **BUSINESS DEVELOPMENT AND MARKETING COORDINATOR**

Morgan, Lewis, & Bockius LLP | 2017-2018

- Planned and executed webinars, events, and speaking engagements for national Tax and Real Estate practice groups
- Orchestrated creation and marketing of *Tax Reform Webinar Series* and resource page, garnering thousands of views
- Coordinated and drafted pitches and RFP responses to internationally recognized clients
- Maintained practice group mailing lists and internal web pages via InterAction and SharePoint
- Drafted internal and external marketing communications and materials

### **KNOWLEDGE MANAGEMENT COORDINATOR**

Fox Rothschild, LLP | 2015 – 2017

- Reported directly to Chief Knowledge Officer
- Designed attorney departmental orientation materials
- Prepared KM department Quarterly and Fiscal Year reports
- Constructed internal/client training guides and procedure manuals
- Maintained and audited firm-wide Attorney Skills & Outside Counsel SharePoint databases
- Performed routine case tracking and attorney return on investment (ROI) follow-up