

Marlie Cross

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As a Business Analyst and Product Manager I have specialized skills in internal process improvement and product communication. My focus for the past two years has been on client adoption of new technology, acquisitions and integration, and analysis of strategic initiatives.

EMPLOYMENT

The ABILITY Network from December 2015-

Provide services as a Business Analyst for the Operational Services Team:

- Gather project requirements and provide recommendations for project work plans at inception
- Create and formalize process documentation and formalize departmental SOP
- Champion integration and training initiatives upon acquisition of new assets
- Advise leadership on best practices and assess project advantages

Recent Projects include:

- Salesforce Case Rewrite: The company currently is utilizing the out of the box functionality of the Salesforce CRM to manage technical support and engineering support issue tracking. This project scope included content rewrites, workflow restructuring and reporting enhancements. Case closure time has improved by 45% since redesign and is still improving today.
- Engineering Escalation Process Improvement: Refined the priority system for the engineering support team and documented the workflow process for improved response time to clients. Efficiencies seen across departments.

The National Research Corporation from August 2013-December 2015

As the Manager of Strategic National Accounts and Hospice Clinical Products:

- Develop strategic account initiatives for our Home Health & Hospice clients with a TCV of 300k +
- Host client & prospect webinars to showcase our services and help our clients maximize their reporting tools
- Do market research and host client roundtables to optimize our products and provide our clients with the most innovative services

- Create wireframes and Product Planning Documentation for the engineering team to execute our clients vision

Projects include:

- CRM Redesign: Five years after an acquisition the CRM has not been fully integrated into the product platform. With this project we improved account information accuracy by 96%
- Hospice Product Renovation: With the introduction of a new Hospice Item Set, it was time for a complete redesign of our hospice report offerings including data collection methods and report delivery

Super Supplements from October 2010-August 2013

E-Commerce Planning and Client Service Advisor:

- Increased global online sales on supersup.com by 300% through conversion rate, average order value & traffic improvements
- Design and launch of new web pages on a Magento/ WordPress platform, and optimization of previous website using Magento platform
- Online PR, social media, email and direct marketing to 20,000 database
- Management of the Customer Services Associates
- Integration of offline and online customer databases
- Developed and implemented acquisition and retention strategies during the integration with Vitamin Shoppe

Projects include:

- Microsoft SharePoint Adoption: Design and Planning of the SharePoint software solution customized for departmental needs based on stakeholder product vision. This included team site planning, data integration, employee training and ongoing governance
- E-Commerce KPI & Loss Prevention Plan: Utilizing Microsoft Access, Excel and SharePoint, developed key metrics for measuring the success of the online customer experience and team performance, in addition to creating a new loss prevention plan which decreased inventory loss by 39% YOY

BEFORE SEATTLE

I lived in Traverse City Michigan and worked as an entrepreneur from June 2007 to October 2010

Founder of Cross Training, a private mobile health coaching business specializing in 1-1 fitness coaching and personal training both in-person and for corporations.

- Offered exclusive in-demand Personal Training services for clients age 50+
- Offered in conjunction with nutrition coaching and lifestyle coaching
- Online personal training using proprietary technology created over the last three years.
- Handled all marketing and PR including free community workshops and conferences

- With low overhead and a good referral network, quadrupled profits and client base from 2007-2010

S K I L L S

- WordPress
- HTML & CSS
- JavaScript Programming
- Process Improvement and Team Development
- Microsoft SharePoint Team Site Design
- Online promotions & merchandising
- Multi-channel retail strategy
- Consumer and market research
- Copywriting
- Managing Vendor and Strategic Relationships
- Product management & product development
- Health Coaching & Personal Training

E D U C A T I O N

- Associates Degree in Nursing from Northwestern Michigan in 2008
- Nationally Certified Health Coach and Personal Trainer through the American Council on Exercise since 2006
- Certificate completion in Team Leadership, Project Management and Business Optimization from SSLC since 2010
- Currently enrolled in Seattle University's Front End Web Development Certificate Program with a graduation date of: September 2016

W A N T T O K N O W M O R E

- References, additional employment history and experience available- Just ask!