

Marlie Cross

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I am a Project Manager with a specialized focus on strategic process improvement. I have a knack for integrating customer feedback into successful account management and PR strategies, and believe in “getting it done” through teamwork and collaboration.

MOST RECENTLY

I have been working for The National Research Corporation since August 2013

As the National Accounts Manager and Hospice Product Manager I:

- Provide strategic account advice to our accounts 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

Recent 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

PREVIOUSLY

I was with Super Supplements from October 2010-August 2013

As the Marketing Communications and E-Commerce Care Center Manager I:

- Developed and delivered daily corporate communications to our 33 retail locations
- Lead a team of dedicated care center team members in providing superior customer service to our online customers
- Planned and successfully executed up to twenty community marketing events throughout the region each year on a budget of 100k

Projects include:

- Microsoft SharePoint Adoption: After attending a week long boot-camp, I lead the charge in designing our SharePoint software solution to fit each corporate department's needs. This included team site planning, data integration and ongoing governance
- E-Commerce KPI & Loss Prevention Plan: With no existing structure I researched and 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 19% YOY

BEFORE SEATTLE

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

I started Cross Training, a private mobile Personal Training and Health Coaching Business:

- Offered exclusive in-demand training services for clients age 50+
- 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

ADDITIONALLY

- I was the Office Manager at Fit For You Health Club in Traverse City, Michigan. I managed client accounts and club promotions and started my personal training career at this facility from May 2006-June 2007
- I worked for Best Buy as the Customer Service Supervisor where I found I have a passion for improving the client experience, community involvement, and employee appreciation. I started in November 2004 and was recruited to the gym in May 2006

AND MY EDUCATION

- I Graduated from Northwestern Michigan College as a Nursing Major with an ASA in 2008
- I have been a Nationally Certified Health Coach and Personal Trainer through the American Council on Exercise since 2006
- I have additional certificates in Team Leadership, Microsoft SharePoint Front End Site Design, Project Management and Public Speaking
- I am currently enrolled in Seattle University's Front End Web Development Certificate Program learning HTML, CSS and JavaScript with a projected graduation date of July 2016

WANT TO KNOW MORE

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