

ROBYN PENNINGTON

818-512-3980 |

[LinkedIn.com/in/robynvpennington](https://www.linkedin.com/in/robynvpennington)

ONBOARDING SPECIALIST

Customer onboarding specialist skilled in connecting one-on-one with people and developing a relationship with them in a short period of time. Well versed in inter-team communications, working with different teams to find and fix issues as well as identify solutions for client frustrations.

Signature Customer Success Skills

Communication
Data Analysis

Problem Solver
Google Docs

Professional Writing
Salesforce

Effective marketer, meshing employees' needs with achieving clients' target KPI.

PROFESSIONAL EXPERIENCE

Fairygodboss | Remote

2021 – 2022

Customer Onboarding and Success Specialist

Successfully onboarded new clients to the Fairygodboss platform while maintaining a book of 200+ existing customers in a support role.

- **Streamlined onboarding process:** Led the onboarding of 100+ clients, creating tailored slide decks & mockups to jump-start each partnership within 21 days.
- **Reduced costs:** Identified & tracked client cancellations/renewals, resulting in a \$500-\$1K cost-saving over five months.
- **Managed profiles & users:** Created 110 completed profiles and 200+ user accounts in CMS, granting access to Employer Dashboard & responding promptly to queries.
- **Process enhancement:** Developed quarterly job audit to help clients track applications received from Fairygodboss; cleaned up Salesforce data for improved accuracy.
- **Events coordination:** Provided setup and comment moderation for 50+ events, including moderating two Fairygodboss Live sessions. Moderated internal engagement webinars effectively.

SB NATION | Remote

2014 – 2022

Podcast Manager - Jewels from the Crown

Led podcast production from start to finish; uploaded and promoted each episode on social media. Interacted with fans on Twitter, live tweeted games, and shared breaking news.

- **Podcast Production Leadership:** Created and solo managed a podcast, growing it 1700% in one year. Oversaw co-host and all guests.
- **Production Due Diligence:** Recorded, edited, and mixed audio from multiple sources, producing 1-2 podcasts weekly, and transcribing episodes for hard of hearing/deaf fans. Networked and built relationships with media members to find new guests. Pitched, scheduled, and interviewed more than 35 journalists in the first year.
- **Podcast Success:** Recorded and produced 60+ episodes in less than two years, averaging 80% month-over-month growth, ranking in the top 15 of NHL podcasts for four straight months, having previously been unranked.
- **Journalism:** Wrote, edited, and published more than 1000 relevant and breaking news pieces, analysis articles, game previews, and game recaps covering five different leagues (NHL, AHL, ECHL, SHL, and CHL).

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ARNOWITZ CULTURE AGENCY | Sausalito, CA

2017 – 2020

Content Strategist

Developed and executed successful business marketing campaign strategies to improve communication between our clients and their employees.

- **Client Facing:** Met weekly to understand pain points and remove barriers to achieving KPIs. Communicated daily to adjust content and alert management of inappropriate content. Supported clients by completing requests and promptly answering all questions.
- **Marketing:** Successfully developed and executed nine editorial campaigns aimed at addressing clients' KPIs resulting in a 20% overall traffic increase in 12 months. Produced and distributed three engaging weekly content pieces from brand leadership to grow brand awareness and drive demand leading to 1000 new users in eight months. Ghostwritten monthly spotlights from Brand Heads in brand voice.
- **Data Analysis:** Increased user engagement 10% in 10 months by tracking traffic with Google Analytics; studying themes in user activity to anticipate user needs; and surveying users for actionable data. Created monthly reports, giving a visual representation of progress made and goals achieved, presented using Microsoft PowerPoint.
- **Website Management:** Managed six different Hilton Worldwide branded websites daily to ensure proper usage and analyzed thousands of user-submitted content pieces for quality assurance issues. Elevated most outstanding posts daily on each homepage using HTML and Wordpress.
- **User Engagement:** Coordinated monthly all contest submissions, selecting the best 3-5 entries for final client approval and ensured that all winners received their prizes.

YELP | San Francisco, CA

2016 – 2017

Account Executive

Managed a pipeline of more than prospective 200 clients in more than 50 different industries to develop and deliver powerful presentations for B2B sales to successfully sell Yelp's advertising program through high volume calls, closing up to 25% of deals with a 50% show ratio and generating \$10,000 in revenue.

KPCRADIO.COM | Woodland Hills, CA

2015

Assistant Program Director - Internship

Assisted weekly in show preparation prior to recording, including setup equipment such as microphone placement and readying Pro Tools for use. Edited, recorded, and produced weekly shows for KPCRadio.com, photographed student hosts and their guests for the website, and finally, uploaded and posted shows to KPCRadio.com daily using WordPress.

HARBOR FREIGHT TOOLS | Calabasas, CA | *Corporate HQ for a chain of tool stores*

2013-14

Coordinator

Updated, generated and distributed reports to management as well as the rest of the department. Created new purchase orders; edited open purchase orders and submitted to management for approval.

EDUCATION

BA Degree – English Literature, Italian Studies – UC Santa Barbara

ACTIVITIES

- Credentialed as media (publication: *Jewels from the Crown*): covered the 2020 AHL All Star Game, the 2017 NHL All Star Game, and the 2017 US Women's National Hockey Team's Olympic trials (publication: *The Ice Garden*).

- As Associate Managing Editor with Jewels from the Crown, working as a credentialed media member, I helped drive traffic growth with coverage of the Ontario Reign (and previously the Manchester Monarchs), the LA Kings' minor league development team