

## contact

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## ABOUT

Creative thinker with a passion for message-based storytelling focused on driving growth. Disciplined self-starter who enjoys collaborating within a team. Ability to combine data and intuition to make mindful decisions. Exceptional consensus builder with an aptitude in prioritizing deliverables.

## SKILLS

Software Experience: *Microsoft Office, Salesforce, WordPress, MailChimp, Constant Contact, ChronoTrack, Wodify*  
Areas of Expertise: *The Art of Communication, Thinking Out of the Box, Sleeve Roller-Upper, Humorist*  
Personal Development: *CrossFit Level 1 Training Certificate, CrossFit Endurance Training Certificate, CrossFit Mobility Training Certificate*

## EDUCATION

Bachelor of Arts, Communications *Georgia State University*

## WORK EXPERIENCE

**Tableau Software // Seattle, WA**

*October 2015—October 2016*

**Sales Operations (Contract)**

SALES ALIGNMENT ANALYST {April 2016—October 2016}

Governed territory alignment processes enabling effective alignment of salespeople to optimize revenue, minimize customer disruption and improve growth. Delivered process documents to outsource territory case management meeting strategic goals while maintaining high operational standards. Enhanced department visibility creating internal communication tools strengthening cross-functional relationships and driving process improvement.

SALES LEAD ROUTER & CUSTOMER MASTER DATA STEWARD {October 2015—April 2016}

Optimized lead routing by researching, cleaning and identifying lead owner in high volume environment. Reduced lead re-routes by enforcing territory plans. Sustained data environment by adhering to company data management policies and standards enforcing data quality standards. Transitioned customer master case queue to outsource team.

**Office Team // Seattle, WA**

*May 2014—January 2015*

**Contract // Various Assignments // Notably HomeStreet Bank (June 2014—November 2014)**

TRAINING SPECIALIST ~ HOMESTREET BANK Responsible for systems training and orientation for all production new hires. Improved department process by proactively identifying and resolving challenges. Conducted needs assessments to support the design, development and delivery of training strategies. Enhanced department efficiencies by 30% through better workflow. Built training materials for consumer lending employee training.

**Atlanta Track Club // Atlanta, GA**

*May 2010—March 2014*

**Events, Programs, Volunteers**

EVENTS TEAM {May 2010—March 2014} Responsible for onsite event execution for the second largest running organization in the country. Point of command for start and finish areas ensuring all onsite activities were completed to superior standards impacting satisfaction levels for 125,000+ participants over 30+ events per year. Oversaw race management platform supporting registration, event timing, race day reports and awards. Maintained safe and enjoyable environment resolving any issues or challenges as they occurred.

GRAND PRIX MANAGER {2011—March 2014} Recognized program was undervalued and reconfigured it to improve visibility to 27,000+ members. Enhanced program quality driving value as a member benefit and positioning the Grand Prix as an acquisition tool. Generated and distributed valuable, relevant and consistent content to obtain acquisition goals driving unprecedented program growth.

**VOLUNTEER COORDINATOR {2012—December 2013}** Supervised volunteer recruitment for 30+ events per year including 3,300+ volunteers to support the world's largest 10K. Provided operational expertise during rapid, double digit growth in the industry. Researched and implemented changes to support program expansion, enhance quality, advance acquisition, improve retention and increase awareness. Monitored surveys to improve volunteer satisfaction. Created department communications to establish policy and guidelines for volunteer standards across all events.

## **FREELANCE WRITER & CONSULTANT**

**Cascade CrossFit // Preston, WA**

*November 2016—December 2017*

Led the development of strategic communications to elevate the profile of Cascade CrossFit. Diagnosed communication challenges and converted those challenges into opportunities. Architected campaign increasing membership fees by 51% while retaining a 98% renewal rate. Deployed campaigns to support acquisition, conversion and retention goals. Implemented automation to streamline business processes, optimize operational efficiency and nurture lead workflows. Created content for website and social media. Ensured deliverables were thoughtful, compelling and amplified Cascade CrossFit's voice.

**CrossFit RX // Atlanta, GA**

*2011—April 2014*

Analyzed business practices to increase marketing effectiveness and reach. Sourced software platform eliminating process inefficiencies allowing improved operations and reduced annual costs. Implemented communications plan achieving acquisition and retention objectives. Executed events for member retention and prospect cultivation. Authored content for blog, website and social media.

**Atlanta Barbell dba CrossFit Downtown Atlanta & CrossFit Alpharetta //**  
**Atlanta, GA**

*2010—December 2013*

Produced downloadable content and blog articles to expand digital footprint, create awareness and generate leads. Built email campaigns including design, calls-to-action and content. Monitored analytics and effectiveness of inbound marketing activity and refined processes to increase conversion. Executed events for member retention and prospect cultivation. Implemented marketing automation building segments to increase conversion through lead nurturing, welcoming, onboarding or engagement.

## **PREVIOUS WORK EXPERIENCE (2005—2010)**

**High Museum Atlanta Wine Auction // Atlanta, GA**  
**Manager**

*2008—2010*

Managed \$3 million annual budget for the fourth largest charity wine auction in the country. Directed all sponsorship programs responsible for identifying and closing multi-year agreements generating millions in revenue. Expanded strategies for donor cultivation, top bidder retention and business development achieving \$1.5 million+ fundraising target. Successfully renegotiated contracts with vendors and partners reducing expenses by 33% without compromising quality during critical financial crisis. Worked across organization with key stakeholders demonstrating focused leadership and poise under pressure.

**Jones Lang LaSalle Americas // Atlanta, GA**  
**Events & Programs Manager, Atlantic Station**

*2007—2008*

Managed all special events hosted at the nation's largest urban Brownfield redevelopment. Responsible for coordinating all logistical event details for the 138-acre mixed use development. Collaborated on sponsorship opportunities sourcing an additional \$100,00+ in revenue above goal. Analyzed contracts and negotiated terms to reduce annual expenses by 15%. Supervised Marketing Coordinator and Customer Service Center comprised of 8 concierge staff.

**Zoo Atlanta // Atlanta, GA**  
**Sponsorship Sales Manager**

*2005—2007*

Negotiated and closed new business contracts increasing the department's revenue by 50%. Improved renewal rates by 30% with enhanced sponsorship programs and improved client satisfaction. Developed unique selling propositions by building mutually beneficial relationships for Zoo Atlanta in the philanthropic community. Improved organization's image and reputation through innovative public relations.