

KORINNA ASSING

PROGRAM MANAGER

CONTACT

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SUMMARY

I am an adaptable, collaborative, and tech-savvy team player with solid project management, graphic design, and marketing backgrounds. I pride myself on my ability to thrive in fast-paced, solution-oriented environments and lead projects and people to achieve organizational objectives.

EDUCATION

Rutgers University,
New Brunswick, NJ | May 2017
B.A. Communications,
Minor: Business Administration

CERTIFICATIONS AND AWARDS

Adobe Photoshop CS5 CS6
Certified Associate in Project Management (CAPM)
Project Management Certification
Google UX Design
Sidekick Salute Award 2018

SKILLS

Adobe Creative Suite
Articulate 360
Asana
Buffer
CSS
Google Suite
HTML
Mailchimp
Microsoft Office
Notion
Salesforce
Slack
Smartsheet
Training and Development
Trello
Wordpress
Zoom

INTERESTS AND VOLUNTEERING

Classical and Jazz Piano
ERG: Community Groups
Photography

EXPERIENCE AND IMPACTS

Senior Air Partnership Associate

11/2021 - Present

Intersection Company, New York, NY

- Cultivate cohesive relationships between four major air partners and over six 21cross-functional teams by tracking and spearheading project, managing budgets and CapEx spending, and reporting Quarterly Business Reviews
- Formulate innovative solutions-based initiatives by partnering with the general air manager to identify, assess, and solve complex business concerns and gain acceptance of alternate approaches with key stakeholders
- Inspire transformative processes across the business by collaborating with the Director of Strategic Initiatives to introduce proficient tools strategize process enhancements to streamline business operations
- Oversee adherence to company policies and procedures within the national inventory department and sales offices, generating weekly inventory reporting, managing proof of performance report, and monitor revenue

Lead Sales Coordinator

12/2017 - 10/2021

Intersection Company, Philadelphia, PA

- Superheaded a team of Sales Coordinators while operating onboarding of new hires, trainings, team meetings, weekly one-on-ones, and quarterly performance reviews
- Orchestrated the sale lifecycle of deals by providing supreme customer service, and successfully delivering on-time execution of projects to meet key goals of campaign launches, partnering on strategies to achieve revenue goals, and building a rhythmic business flow between cross-functional teams and clientele
- Aligned with our client, NRG, and our internal Account Executive team to accumulate research data on the target customer and KPI's, and solidify a 5-year NRG Naming Rights Deal that generated over \$5M and produced over 200 million impressions annually
- Partnered with Sales, Inventory, and Marketing teams to create high-impact sponsorship proposals and strategies resulting in over \$8M in revenue and 400M impressions annually

Sustainability Project Coordinator

6/2017 - 11/2017

Cities of Service AmeriCorps, Newark, NJ

- Formalized the implementation of green infrastructure and disaster preparedness projects by partnering with City Officials and stakeholders to coordinate five workshops for environmental health and quality of life issues
- Collaborated with the Chief of Sustainability and key stakeholders to create sustainable contingency plans to mitigate environmental community risks such as extreme heat, flooding, and fresh air that resulted in a 20% savings and was delivered five months ahead of schedule
- Designed education and marketing materials while managing the office's website with the Communications team to increase web traffic by 10% and resident attendance to programs by 25%
- Engaged residents and community members to facilitate and empower Impact Volunteering initiatives that increased awareness of the City of Newark's resources and expand the city's network of volunteers