

Elisse Jean-Pierre

Sales and Marketing Strategist | Grassroots Community Developer

Experience

Sales Strategy and Planning Senior Analyst at Dell

August 2014 - Present (2 years)

- Designed and implemented program that increased new tool adoption among sales by 20% during first half of quarter
- Created and deployed optimized pay review and promotion process for Sales team members to decrease headcount overspending and increase employee morale with a standardized career roadmap
- Strategized and implemented productivity enhancements to product and process launches in sales
- Optimized Sales and Operations communication strategy to boost engagement with content up from 42% to 88% using A/B testing
- Planned and executed career events for women in technology and crafted engaging marketing communications to increase attendance

Co-founder | Board President at Austin Caribbean Cultural Exchange

May 2015 - Present (1 year 3 months)

- Co-founded 501(c)(3) non-profit organization to solve issue of immigrant and minority populations moving out of Austin
- Planned events and programs to foster community in Austin's Caribbean population
- Wrote sponsorship proposals and grants fulfilled by the City of Austin and local businesses
- Monitored marketing analytics on social media sites, event websites, and official websites using Google Analytics to develop more aggressive marketing strategies, which led to a 121% increase in overall participation and a 1500% increase in funding and donations over the past 6 months
- Developed and optimized communication and social media strategy
- Spearheaded standardized branding strategy
- Led move to organize Austin's first ever Caribbean Carnival dubbed "CariBash", which has been attempted multiple times for the past 30 years

School of Medicine - Human Resources Office Assistant at Emory University

August 2010 - May 2014 (3 years 10 months)

- Spearheaded the move from hard filing to a digital system, which resulted in effortless access of over 700 employee's information and 10 hours saved yearly
- Planned department meetings, seminars and parties
- Developed internet portal for business managers to access process and policy information

National Programs Intern at Wells Fargo Home Mortgage

June 2013 - August 2013 (3 months)

- Developed and implemented demand generation strategy to identify Union Plus customers in 24 sales regions, which resulted in \$1.6 B in application volume by the following quarter
- Developed purchase strategy to engage millennial first-time home buyers
- Investigated impact of customer disloyalty and launched recognition program to decrease disloyalty by 2% the following quarter

Senior Counselor at Tamwood International College Ltd.

June 2012 - August 2012 (3 months)

- Supervised ten general counselors
- Acted as a liaison between senior staff and general staff
- Arranged and managed on-campus events and offsite excursions for 170 international students

Marketing Assistant Intern at Fondo Ecuatoriano Populorum Progressio: Camari

March 2012 - June 2012 (4 months)

- Translated vendors' product information from Spanish to English to communicate with a larger market
- Interpreted for English-speaking customers/clients
- Researched and created marketing strategies for vendors' products

Travel Correspondent at Reach the World

January 2012 - June 2012 (6 months)

- Developed a blog to document living and learning experience in Quito, Ecuador
- Collaborated with a middle school class and teacher to create a curriculum immersing students in Andean cultures

Program Specialist at Boys and Girls Club of Tampa Bay

June 2011 - August 2011 (3 months)

- Developed enrichment programs for 20 seven to ten-year-old girls and supervised overall safety of children
- Provided parents assistance with requests/issues faced concerning their children

BOLD Immersion Program Participant/First Prize Recipient at Google

July 2011 - July 2011 (1 month)

- Researched minority-owned businesses in the entertainment industry and identified their organizational needs
- Created a marketing strategy to engage potential clients in the entertainment industry with Google products

Education

Emory University - Goizueta Business School

Bachelor of Business Administration (B.B.A.), Marketing, Information Systems and Operations

Management, 2010 - 2014

Activities and Societies: Association of Caribbean Educators and Students, OISL (Office of International Student Life), EBSU (Emory Black Student Union), Vibez Dance Troupe, Crossroads, Spanish Case Competition Team

Facultad Latinoamericana de Ciencias Sociales

Sociology and Anthropology, 2012 - 2012

Universidad Politécnica Salesiana

Sociology, 2012 - 2012

Volunteer Experience

Volunteer at International Rescue Committee

Languages

English	(Native or bilingual proficiency)
Spanish	(Full professional proficiency)
Haitian Creole	(Limited working proficiency)
French	(Limited working proficiency)

Interests

Fashion, bargain hunting, do-it-yourself projects, cultural immersion through food and dance, Brand development, Market Research, CRM, User Experience

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[Contact Elisse on LinkedIn](#)