

Client Name

Contact information

Summary of Qualifications

I am a Program Manager who delivers global enablement and communication strategies at scale that drive brand recognition and revenue. I empower Sales and Customer Success teams with the right data insights that close deals, mitigate churn, and develop training on strategies that drive alignment with business priorities and customers' needs. I excel at designing systems that enhance the delivery of content to inform and engage users. My background in communications and theater inspires my creative approach - to dream big and have fun - for each aspect of my work.

Career Highlights

- Designed SharePoint site that improved navigation & search functionality to help Sales & Customer Success teams find the right content for their customers
- Developed internal enablement site with access to resources that drive collaboration among internal teams
- Reached record-breaking engagement with 90% of users who use sales intelligence platform to download Insights content or visit dashboards
- Recipient of LinkedIn's President's Club award - rare for first-year non-sellers, as well as Customer Success Collaboration Award for SaaS initiative focused on driving value for customers
- Managed program to identify customer success objectives, then align insights & product success KPIs to each objective
- Produced video series shared on LinkedIn Sales Solutions profile page with >400K followers to drive excitement for new Sales Navigator product features
- Launched Vonage's first Professional Services Service-Level Packaging program that grew revenue 5X from \$11K to \$55K in one year
- Achieved world record for member participation (89%) by implementing "Ready, Set, Wear-It!" campaign at National Safe Boating Council

Professional Experience

Employer

2021 - present

Global Insights GTM & Enablement Lead

- Lead 3-person global product enablement team that develops programs to provide product knowledge to employees
- Implemented global go-to-market & enablement strategy from the ground up & at scale to support >1K members of LinkedIn Sales Solutions team
- Develop webinars to train sales & customer success teams in enabling customers with key insights to maximize their ROI & product usage to close deals
- Launch creative, one-off community-building programs
- Collaborate with cross-functional stakeholders to gain buy-in for launch of global programs that include:
 - Quarterly Global Insights Alliance training sessions attended by ~150 attendees per session
 - Onboarding program to train new hires on internal sales intelligence platform (Merlin)
 - Development of internal community channel for enterprise-wide collaboration on Insights content that grew to ~600 members within 1.5 years
- Deliver monthly Communications Action Plan & newsletter to align consistent messaging for the Insights team to share with Sales & Customer Success partners that increase brand recognition

- Create relevant content & source subject matter experts to enhance enablement team product knowledge
- Manage Insights Champs Council (~90 reps & Customer Success Managers to leverage content feedback via focus groups, roundtables, & surveys

Employer

2015 - 2021

Client Partner & Technical Program Manager II

(promoted twice to positions of increasing scope & responsibility)

- Supported sales with pre-sales requirements gathering & guiding customers through implementation process
- Created first Order Assurance training for customer-facing teams including sales, channel, customer care, project management, & customer success on PS initiatives
- Worked with global enablement teams to bridge gaps, streamline processes & manage project escalations
- Played integral sales support role to surpass \$360K in sales in Q1 2021
- Developed new implementation support fee with a cost-per-user model that generated ~\$2 million more in revenue compared to legacy flat-rate model
- Managed vendor relationships: reviewed invoices & negotiated contracts
- Identified cross-functional technical processes requiring design, implementation, documentation, & internal enablement
- Managed go-to-market readiness & product releases
- Created new product catalogs to increase revenue on self-serve customers & e-commerce
- Lead cross-functional global projects on product offerings, pricing, & project delivery
- Developed training webinars, live demos, & customized user guides
- Tested products & new features before general availability, identifying system gaps & limitations, & providing feedback to product team to optimize functionality

Employer

2013 - 2015

Project Coordinator

- Managed back-end website functionality
- Created Google Ads that achieved >5K clicks & 525K impressions
- Managed digital analytics
- Developed & integrated two eCommerce stores on website

Software

MS Office: Word, Excel, PowerPoint, Teams; G Suite; Salesforce; Vonage Applications; BroadSoft Contact Center (CX), SharePoint, Outlook

Education

George Mason University, BA – Communications