





STACI CROSSWELL

Marketing Manager / Business Operations Management / Project & Program Manager / Executive Administrative Assistant / Strategic Planning Expert / Corporate Leadership



CONTACT

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SKILLS

Marketing Campaigns
Project/Program Management
Organizational Leadership
Community Engagement
Planning & Implementation
Business Development
Program Coordination
Operational Excellence
Administrative Management
Strategic Business Management
Cross-Functional Collaboration
Teamwork & Leadership
Customer Success Management
Sales & Marketing Management
Research Management
Customer Service
Event Organization
Creative Direction
Communications Management
Leadership Skills

PROFESSIONAL PROFILE

A highly competent corporate leader with 10+ years of experience in operations management, sales and marketing, business development management, brand strategy, market research, organizational transformation, communications, as well as employee development. Tech savvy leader with demonstrated operational excellence in performance improvement, problem solving, delegation, and planning. Committed to continuous improvement and operational efficiencies, streamlining processes, and eliminating non-value adding activities, continuously evaluating current practices, identifying best practices, and promoting innovative solutions. Effective communicator and vision-driven leader with the ability to interrelate with teams and build collaborative, trustworthy relationships across functions to achieve set goals.

CAREER HIGHLIGHTS

Sales & Marketing/Brand Positioning:

- ◆ Developed and executed sales strategies that surpassed targets, resulting in a 57% overall sales increase and an 88% rise in one location.
- ◆ Demonstrated products effectively to customers, fostering repeat business through outstanding after-sales service.
- ◆ Achieved a significant sales growth from \$250K to \$750K within nine months.
- ◆ Trained 75+ associates on upselling techniques, empowering them to highlight the benefits of premium products to customers.

Business Development & Growth:

- ◆ Created and implemented strategic plans to drive growth and improve store performance, including inspiring and guiding store managers and staff to achieve set targets.
- ◆ Defined SMART (Specific, Measurable, Achievable, Relevant, Time-bound) employee goals to align with business objectives.
- ◆ Developed and tracked Key Performance Indicators (KPIs) for areas like sales targets, customer service, and inventory management.
- ◆ Implemented recognition and reward systems to incentivize high performers through bonuses, promotions, and public acknowledgment.
- ◆ Addressed underperformance with improvement plans, setting clear goals and offering support through Performance Improvement Plans (PIPs).
- ◆ Implemented a motivational program with prizes and regular team-building activities, resulting in a 75% increase in sales and 50% increase in credit card applications.

Business Operations/Budget Management, Data Analytics & Administrative Support:

- ◆ As a Multi-store Manager, held bottom-line accountability for managing budgets and vendors, controlling costs, and ensuring profitability of all stores.
- ◆ Analyzed sales data and market trends to make informed decisions while providing administrative support to the company's executive management.
- ◆ Leveraged predictive analytics to plan for peak seasons and manage resources effectively.

Customer Success & Relationship Management:

- ◆ As a Multi-store Manager, ensured exceptional customer service is delivered across all stores, addressing customer concerns, and maintaining a positive shopping experience.
- ◆ Ensured team members communicated effectively between themselves and with customers, resulting in improved customer satisfaction and loyalty.

Communications Management & Conflict Resolution:

- ◆ Guided employees in understanding and addressing client complaints across various stores, contributing to a positive work environment.
- ◆ Successfully resolved 80% of conflicts involving administrators, employees, stakeholders, and learners, managing interactions with 12 to 63 employees.



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EDUCATION

Master's Education in Instructional Design, 05/2024

Western Governors University | Salt Lake City, UT

Bachelor of Arts (B.A.) in Communication, 05/2004

University of Colorado | Colorado Springs, CO

Associate in Arts (A.A.) in Liberal Arts, 05/1998

College of the Sequoias | Visalia, CA

CERTIFICATIONS

- ◆ EC-6
- ◆ ESL EC-6
- ◆ MCE (Microsoft Certified Educator)

TECHNICAL SKILLS

- ◆ Canva
- ◆ Google Classroom
- ◆ Schoology
- ◆ Seesaw
- ◆ Google Suite
- ◆ Microsoft Office

PROFESSIONAL EXPERIENCE

OPERATIONS MANAGER/EVENT MANAGER

Amsler Hills Winery | Sealy, TX

Aug 2022 – Present

Meticulously managed over 7 events, planning activities and coordinating various functions to ensure seamless execution of operations at a premier winery.

- ◆ Utilized exceptional problem-solving skills to resolve conflicts and address real-time challenges, maintaining the integrity of events.
- ◆ Simultaneously manage concurrent events, including managing events' logistics and resources as per event specifications; continuously surpasses client expectations.

PROGRAM & PROJECT MANAGER/EDUCATOR/INSTRUCTIONAL DESIGNER

Humble/Aldine ISD | Houston, TX

Jan 2016 – May 2022

Partnered with colleagues in integrating STEM and project-based learning approaches during the development and implementation of interdisciplinary units.

- ◆ Diligently evaluated the needs of a diverse population of learners; identified learning objectives and tailored instructional materials to meet learners' needs.
- ◆ Boosted learner engagement and performance by 60% after evaluating, identifying, and implementing best-in-class e-learning tools.
- ◆ Managed 15 diverse programs, successfully developing and launching an Online Program in response to COVID-19 to facilitate a seamless transition to virtual learning.
- ◆ Created a comprehensive online learning curriculum for 1000+ learners across the district.
- ◆ Steered the successful development and implementation of several backward-designed, project-based learning experiences for a grade level; later adopted across multiple grade levels.
- ◆ Incorporated multimedia and leveraged the latest technologies in designing and developing comprehensive curriculum plans, enhancing interactive learning experiences.
- ◆ Demonstrated expertise in ADDIE (Analysis, Design, Development, Implementation, and Evaluation) model to create structured lesson plans and training modules.
- ◆ Achieved an initial retention rate of 70%, currently maintaining an online presence of 4%.
- ◆ Employed differentiated instruction techniques for varied learning styles as well as designed meaningful assessments to evaluate learner understanding.
- ◆ Authored a grant proposal, successfully securing a \$2,300 grant.
- ◆ Promoted inclusion within the classroom, serving 1,200 learners, including learners with special needs.

SALES & MARKETING MANAGER/MULTI-UNIT STORE MANAGER/PROGRAM MANAGER

Sunglass Hut | Houston, TX

Mar 2014 – Jan 2016

Managed day-to-day operations across multiple retail locations, overseeing opening/closing procedures, inventory management, and compliance with company policies.

- ◆ Reduced shrink from 47% to 13% by training associates on customer awareness and implementing a customer greeting routine within the first year.
- ◆ Enhanced associates' performance and improved customer satisfaction after developing and implementing a comprehensive training program for all associates.
- ◆ Coached and oversaw professional development of team members, reinforced company values and service standards.
- ◆ Organized a Power Tool Extravaganza event, increasing sales by 30% on the day of the event.
- ◆ Analyzed customer purchasing behaviors, preferences, and trends to personalize marketing efforts and improve satisfaction.
- ◆ Balanced stock levels based on demand predictions to ensure products are available when needed.

VOLUNTEER EXPERIENCE

- ◆ American Heart Association through Macy's
- ◆ March of Dimes through Macy's