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| **Jodi L. vonSpreckelsen** Milwaukee, WI | Mobile (414) 759-8823 | Jodi.vonSpreckelsen@gmail.com |
| **CERTIFIED SALESFORCE ADMINISTRATOR** | **ENTERPRISE CUSTOMER SUCCESS MANAGER | PROJECT MANAGER | MARKETING MANAGER** |
| Lean Six Sigma Green Belt/Certified Salesforce Administrator with experience as an enterprise customer success manager, project manager, marketing program management and direct report management experience. |
| **My skills and accomplishments include:**   |  |  | | --- | --- | | Skills:   * Competitive Analysis * Sales and Management * Agile/SCRUM Methodologies * Change Management/Continuous Improvement * Website design and development * Digital and Traditional marketing | | | Accomplishments:   * Managed Marketing programs that increased bookings by 194%   ($1.8M to $3.5M)   * Proven record of increasing ROI and performance * Employee of the Month October 2016 - Concentrix | * Managed a marketing program that had a 97.8% success rate which included 1036 of 1059 dealership participation nationwide * Extra Mile Award Winner June 2020 - Prodly | |   **TECHNICAL PROFICIENCY:**  Workday, Workfront, Microsoft Office/Project, G-Suite, Jira, Salesforce Service Cloud,  Salesforce Sales Cloud, Salesforce Communities, Marketing Cloud, CRM, CPQ, Asana, Wrike, Slack, Google Analytics, Google AdWords, Zoom  **EXPERIENCE**  **Customer Success Manager** Prodly Inc., San Francisco, CA 09/2019 - Present  Performed customer support for other Salesforce Administrators, managed 40 customer accounts and 20 partner accounts which equaled an ARR (Annual Recurring Revenue) value of over $600,000. On boarded all new customers and trained new employees of current customers on how to use Prodly’s products. Worked assigned cases across customers and partners resulting in a consistent NPS score of 73% or better. Created and managed case assignment rules within Salesforce, autoresponders and email to case.   * Responsible for designing and executing proactive solutions that crossed into Product Management and Customer Support. * Collaborated with management to establish best practices and processes for customer engagement. * Created and delivered presentations around the features, functions and vision of Prodly’s products. * Collected and curated customer feedback on Prodly products. * Communicated customer needs to Product Management through direct engagement and documentation. * Managed, owned and resolved customer support cases. * Liaised closely with escalation technical team members to receive solutions to complex cases and provided feedback regarding unique technical challenges. * Created, maintained and provided input on Help and Knowledge documentation. * Created Salesforce Process Builders and Workflow Rules * Successfully developed and planned out an internal / external learning and skills portal, where employees and customers could learn about products, solutions and how-to information (i.e. Salesforce My Trailhead) * Helped design internal processes and systems to manage customer success and support needs. * Gathered information on competitors to identify future development strategies. * Blog: <https://prodly.co/blog/salesforce-sandbox-seeding-basics/>   **Project Manager/Salesforce Administrator/Marketing Manager/Marketing Consultant** Concentrix (Formerly Minacs Marketing Solutions), Milwaukee, WI 01-2011 - 09/2019  Responsible for leading teams to deliver projects. Managed resources, schedules and adhered to quality and guidelines throughout the full systems development life cycle. Management of issues, risks and project change requests to ensure successful and on-time project delivery. Contributed to process improvement initiative and engaged with cross-functional team members, executives, sales and customers.   * Worked with the respective teams to design solutions that reflected the needs of the client from both a functional/budgetary perspective and developed strategies to resolve problems that equate to additional business. * Anticipated, initiated & coordinated issues with Project Team as client advocate and provided counseling for enhancements on existing projects. * Defined and obtained necessary technical requirements & provided key contact & communication points with company IT functional experts & acted as a primary liaison between business & technology groups. * Managed a team of 11 Marketing Consultants in Automotive Service and Sales Department Marketing that included traditional print, email and digital marketing (included Facebook and Google remarketing). * Worked with a Salesforce implementation partner to successfully build and launch a marketing program for an international automotive manufacturer * Managed customer reward programs for multiple international automotive manufacturers * Self-starting change agent with a proven ability to create real and positive change, promote diversity, involvement /ownership, operational skills, quality at the source and in-process training. * Gathered information on competitors to identify future marketing strategies. * Administration of Salesforce CRM Org, support of approximately 80 local end users/over 2000 globally, report creation and analysis. * Administration of 3 Marketing Cloud BUs, continuous process and productivity improvements, handled trouble tickets, maintained standards and administered changes to all Salesforce environments, interacted with end users and various levels of stakeholders, report creation and analysis. * Developed Salesforce Reports that drove multiple dashboards for different business units   **Care Contact Coordinator/Medical Credentialing** IPN, Milwaukee, WI 09/2004 - 10/2010  Reviewed and created files for physicians seeking membership in the physician’s network. Verified education, malpractice suits, hospital privileges and compiled all information to present to the board of directors for approval.   * Software super user group member * Worked with IT Director to create an online enrollment program saving thousands of dollars on printing/postage costs   **OTHER EXPERIENCE:**  **US Air Force Reserves** - Aerial Transportation  **US Army Reserves** - Ammunition Specialist  **EDUCATION AND CERTIFICATIONS:**  **Techskills** - CIW Associate Program, Brookfield, WI 2001-2003, CIW Associate Certification #207076  **Salesforce** - Certified Administrator (Credential ID 21195793), Security Specialist Superbadge, App Customization Specialist Superbadge (in progress)  **Flosum** - Certified Professional (Credential ID 0000020631)  **Udemy -** Project Management Certification (Credential ID UC-YG50AC0I)  **Prodly -** CPQ Certified AppOps Release Specialist #12541511, Custom Data Set Design Specialist, FSL Certified AppOps Release Specialist  **Marketo -** Marketing Automation Fundamentals  **MSI – Management & Strategy Institute -** Six Sigma Lean Professional (SSLP) #VON031015, Design For Six Sigma Certified (DFSS) #VON040715, Change Management Specialist (CMS) #VON061015, Certified Sigma Green Belt (SSGBC) #VON063015  **Alison -** Diploma of Project Management (Credential ID 276-9785975), Diploma in Applied Psychology – Consumer Behavior (Credential ID 816-9785975), Diploma in Human Resources (Credential ID 1254-9785975)  **IBM -** Integrated Supply Chain Client Satisfaction Certificate #PR3245XS  **VMEdu Inc -** Marketing Strategy Associate (SCMS-A) #589810, Marketing Research Associate (SCMR-A) #589826, Scrum Fundamentals Certified (SFC) #691897  **Master of Project Academy -** Agile Scrum Training (Credential ID cert\_x5w735dj)  **StudySection** – Salesforce Classic Administration (Foundation) Certified |