

MELISA MERAL

SMALL BUSINESS CONSULTANT

CULTURE WORKS - OCTOBER 2019 TO JANUARY 2021

In this role I managed a portfolio of clients by developing strong, partner-focused relationships while ensuring maximum adoption of company solutions and delivering value-add services. Designed training plans to educate on industry trends. Built client relationships to secure high retention rates by proactively achieving success targets. Collaborated with other internal teams to align on account strategy and maximize account renewal opportunities while utilizing HubSpot workflows. Leveraged and partnered with internal Client Support team. Partnered with Leadership Team to incorporate client feedback & unique requirements in support of the continuous development of solutions. Regularly met with client stakeholders to present QBRs. Contributed to the continuous improvement to ensure individual, team, company, and client success.

SMALL BUSINESS OWNER

LET'S GET YOU ORGANIZED - JANUARY 2018 TO DECEMBER 2019

Known as the "Marie Kondo" of San Diego! As the Owner, Founder, CEO, I defined the company's vision & strategy and executed retention initiatives with a focus on Customer Success. My residential decluttering & professional organizing team and I supported a book of business including 250+ clients by concentrating on retention, renewals, and reputation management. Drove effectiveness of customer outreach, engagement, and retention strategies. Built unique experiences at all stages of the sales funnel- including social media, email marketing, blogging, vlogging, and public relations. Created a strong business foundation using data Analytics, CRM, and marketing automation tools. Maintained comprehensive client data throughout the customer lifecycle. Recruited a team of 4 contractors by building trust and creating meaningful relationships amongst team members while managing performance & providing coaching. During this time, I was featured in national publications including Market Watch, Amex Business, Spectrum Insights, John Hancock Financial Blog, Keap by Infusionsoft, and over 30 top-rated Apple iTunes podcasts. I delivered over 15 interactive workshops on productivity, time management, & goal setting for organizations including UCSD, the San Diego Chamber of Commerce, & Bunker Labs for Veterans.

PARTNERSHIPS MANAGER

PRO UNLIMITED - JANUARY 2016 TO DECEMBER 2017

In this role I strategically built relationships with end-users, partners, and stakeholders on-site at key B2B enterprise client, Genentech Roche. Provided solutions via our SaaS-based VMS platform to grow program spend by \$2.6 million in 2016 by building relationships with C-Level execs & maintaining strong supplier partnerships with 100+ qualified agencies. Led end-user training & proactively monitored and drove product usage. High focus on creating outstanding partner outcomes by building strong relationships with stakeholders. Responsible for human capital management and contingent worker relations where I utilized a blend of Human Resources, Staffing, Recruiting, & Employee Relations skills to become a trusted partner in the eyes of our product users. Conducted monthly & quarterly business reviews to drive retention & expansion. Frequent report summary & presentation delivery to leadership teams & individual meetings to discover new business opportunities as a competitor in the MSP space. Worked cross-functionally with strategic & technical teams to accomplish client goals.

PARTNERSHIPS MANAGER

EASTRIDGE WORKFORCE SOLUTIONS - SEPTEMBER 2014 TO DECEMBER 2015

In this role I developed strategies to expand the engagement of our SaaS-based VMS platform on-site at key B2B enterprise client, Alere by Abbott Laboratories. Built impactful relationships with key stakeholders & decision-makers. Exhibited strong dedication and passion for delivering amazing partner experiences. Set up and ran projects to prove the value of our platform to new teams/executives. Distilled best practices across the client base to deliver insights and advice based on data. Assisted sales representatives with renewals. Ran regular check-in meetings with end-users. Collected stats on results & program progress. Created highly customized Quarterly Business Reviews to provide key stakeholders with insights and strategic direction. Worked closely with the home office to help them better understand how our customers use the platform, why it is valuable to them, and what we could do to make it even better.



ABOUT

An entrepreneurial & outgoing professional, Melissa has 6+ years' experience in Program Management. Her focus is on building relationships that foster engagement, interaction, and retention. She loves working with clients & customers to train, onboard, and implement cutting-edge programs. She easily builds rapport with end-users to ensure program adoption & contract renewals.

EXPERTISE

Business Reviews & Impact Summaries
Professional Correspondence
Client Stakeholder Management
Delivering Presentations to Leadership
Generating Reports & Analyzing Data
Relationship Building
Discovering New Business Opportunities

EDUCATION

Bachelor of Arts in Sociology
CSU San Marcos
Magna Cum Laude
Dean's List

CONNECT

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