

Alaina Andersen

– ORGANIZING PEOPLE, PROCESSES AND DATA FOR BOTTOM LINE RESULTS –

407.255.5253 | alandersen@email.com | Orlando, FL 32789 | linkedin.com/in/alainaandersen

Project Manager – Business Operations

AGILE PROJECT MANAGER and event planner transforming missed opportunities into profitability across diverse industries and strategic initiatives. A natural multi-modal communicator empathetic across all stakeholder levels in B2B and customer-centric roles, collaboratively leading multi-phase projects and events with lasting impact.

- **Change Manager.** Delivered up to **\$30K** cost savings through digital process improvements at a global company.
- **Project Leader.** Forged new national partnerships with key brands for greater awareness and sales.
- **Vendor Process Builder.** Cut chargebacks and violations by **\$5K** monthly, accruing **~\$60K** YoY savings.

Technical Expertise: Customer Relationship Management (CRM) Platforms, Enterprise Resource Planning (ERP)

Related Experience

Freelance ▪ 2011 – Current ▪ Orlando, FL

PROJECT MANAGER | EVENT PLANNER

Leverage project management and event planning expertise within small businesses, startups and private education. Execute end-to-end event and project plans, including cake preparation and displays, an annual, large-scale gala and streamline data and eCommerce systems. Small business owner of Sweet Events, LLC from 2011-2017.

- **Process Improvement:** Streamlined product data from two software systems into one for small, retail business CEO; Mobilize eCommerce suite for click-to-order website processing due to COVID-19 brick and mortar closure.
- **Operational Efficiency:** Cut event expenses by **10%** YoY for Academy of Acacia's annual gala; Raised upwards of **\$95K** annually for three consecutive years.
- **Team Leadership:** Lead across a **10**-person committee for a large-scale fundraising event managing detailed project-specific timelines, marketing collateral and **\$17K** in-kind brand partnerships.
- **Vendor Management:** Liaise with third-party vendors through event lifecycle for small and large-scale events.
- **Consumer Insights.** Designed strategy and from-scratch, direct-to-consumer launch for a new national dog food brand via proof-of-concept events and consumer data collection.

Athletic, Inc. ▪ 2017 – 2018 ▪ Orlando, FL

COMMUNITY COORDINATOR

Pioneered strategic brand partnerships and community events to drive awareness and revenue to athletic girls' wear. Recruited for the three-month, short-term role; Extended to a one-year tenure for high performance.

- **Revenue Increases:** Boosted sales by **10%**, achieving the department revenue target.
- **Strategic Initiatives.** Cultivated like-minded partnerships with local charities, schools and five national brands like Sprindrift and Kashi driving greater brand awareness through upwards of **40** local community events.

– Career sabbatical to care for family –

Kincaid Lifestyle Group ▪ 2007 – 2010 ▪ Tampa, FL

DEPARTMENT MANAGER | ELECTRONIC DATA INTERCHANGE (EDI) ANALYST & PROJECT MANAGER

Prioritized and managed all EDI projects for the entire life cycle across the global enterprise interfacing across all departments including finance, logistics and production. Streamlined project requirements and client onboarding in partnership with a third-party vendor ensuring data compliance through map creation, testing and modifications.

Related Experience Cont.

Kincaid Lifestyle Group Cont. – Department Manager | EDI Analyst & Project Manager

- **Cost Savings:** Cut **\$30K** of initial expenses within **60** days transferring third-party services to internal programmers; Saved approximately **\$12K** YoY for new customers.
- **Change Management:** Redesigned/ managed client onboarding with new EDI process, accruing cost savings YoY.
- **Multi-Mode Communication:** Translated technical requirements and changes across internal and external stakeholders ensuring client satisfaction and efficiency.
- **Relationship Builder:** Facilitated American Trading Partner community; Lead for **35** key client accounts.

Forty-Four Commerce ▪ 2004 - 2007 ▪ Tampa, FL

TECHNICAL SALES SUPPORT

Recruited as a former B2B customer to interface with the client on behalf of the technical sales team specializing in Valued Added Network (VAN) deals and tailored sales plans enabling seamless integration of key business processes.

- **Cross-Collaboration:** Produced eight customer software solution plans quarterly to mobilize business development initiatives as the liaison between the sales team and client.
- **Business Development:** Sourced value-adds and leads for **12**-member technical sales via phone and email.

EARLY CAREER -

On The Go & Co. ▪ Tampa, FL

PROJECT MANAGER

Assumed brand-new project management role overseeing EDI Information Systems (IT) projects through the full lifecycle across four internal departments and external stakeholders, including customers and third-party vendors.

Masterminded vendor compliance process improvements for product production, sales, warehousing and EDI.

- **Project Management:** Directed **40** EDI projects annually through the full lifecycle within a two-person staff team.
- **Technical Communication:** Analyzed document and project specifications while communicating across technical and non-technical contributors from programmers to end-users; Tested programs until successful completion.
- **Process Improvement:** Streamlined two software systems into one and created an organization-wide, EDI map conversion, singlehandedly rewriting every program map for **~15** customers for greater transparency and efficiency.
- **Vendor Compliance:** Slashed chargebacks and violations by **\$5K** monthly, accruing **~\$60K** YoY savings.

EDUCATION & CERTIFICATION

Bachelor of Science (B.S.) in Business Administration, Management Information Systems | Southern University

Certified Associate in Project Management (CAPM)® | Project Management Institute – Expected 2021

Resume Strategy

Alaina came to me as a client looking to return to work and pivot back to project management after 10 years out of the traditional workforce. During those 10 years, she had her hands in a variety of freelance and volunteer work. We grouped those experiences in the first “role” listed on her resume and paired her career wins in each position with the skills needed for her new job target – Project Manager. Her last role listed hit the 20-year mark so we listed without dates but included the role in the narrative because of the relevancy of the position.