

Shania Heerd

<https://www.shaniaheerd.com>

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GOAL & SUMMARY

Attain a position in a socially positive organization that allows me to utilize and further develop my skillset. Recent graduate with advanced experience in common workplace programs and several years of experience through freelance and volunteer work.

EXPERIENCE

Feb 2021 -
Present

LEWIS MANAGEMENT CONSULTANTS | REMOTE. BASED IN BALTIMORE, MD

MANAGEMENT AND MARKETING CONSULTANT

- Designed various professional media, including logos and product photos, and implemented them alongside social media marketing campaigns.
- Worked closely with over 10 small-business clients in various industries
- Analyzed customer needs and developed solutions as needed, including policy creation, budgeting, marketing plans, hiring assistance, and much more.
- Generated automated procedures where possible and helped to streamline different company processes for each client.
- Responsible for the training of three managers
- Assisted in market research and analysis and preparing financial reports and budgets.
- Created and actively managed multiple spreadsheets
- Generated thousands in revenue by acquiring over warm and cold client leads.
- Designed, implemented, and managed 20+ new procedures across various companies
- Created and executed onboarding plans, interviews, company device setup, welcome packets, and training for new hires at various clients' companies.

Jan. 2018-
Dec. 2020

DUCKS IN A ROWE DAYCARE | GERMANTOWN, MD

ADMINISTRATIVE ASSISTANT

- Cut the time of scanning and processing documents in half.
- Increased customer relationship management by introducing templates and mass communications.
- Co-organized and facilitated events and scheduling of clients and their children.

Jan. 2017-
Present

FREELANCER | REMOTE, BASED IN HAGERSTOWN, MD

CREATIVE COORDINATOR

- Worked with over 30 clients to provide social media marketing, management consulting, creative writing, SEO content, and more
- Created logos, flyers, and other graphic design for clients with varying needs
- Harnessed a customer support relationship with clients and their customers, drastically increasing satisfaction rates

Mar. 2016-
Present

BABY BASICS OF GREATER HAGERSTOWN | HAGERSTOWN, MD

SECRETARY (VOLUNTARY)

- Contributed to a 10% boost in donor loyalty through improved communication.
- Scheduled and conducted all virtual and in-person meetings and maintained thorough agendas and notes, decreasing time spent in meetings and re-discussing meetings by 60%
- Supported an increase in 20% client retention through improved scheduled delivery times and communication and easier applications.

EDUCATION

Aug. 2017- **Bachelor of Science in Business Administration and Computer Science**
Dec. 2021 *HOOD COLLEGE | FREDERICK, MD*

- Major: Business Administration and Marketing.
- Minor: Computer Science.
- Accomplishments:
 - Dean's List each semester
 - Treasurer and Vice President for the Hood Environmental Action Team
 - Staff Reporter for the Blue and Grey newspaper

SKILLS

- Programming Languages: CSS, HTML, Python, and Java.
- Digital Marketing: SEO content, Facebook, Instagram, Google, and Twitter, Google Analytics and social media analytics, email campaigns, and customer support
- Communications: B2B and B2C communications, HR communications, article and blog content, technical writing, creative writing, journalism, proofreading, and editing.
- Management: HR, payroll, procedure writing and implementation, module creation, risk management, consulting
- Design: Adobe Photoshop, Adobe Acrobat, logo design, graphic design, web design
- Technical: Microsoft Office, IT support, Excel and Google Sheets, database management, hardware security
- CRM: Salesforce, Smartsheet, Zendesk
- Other: Knowledge of multiple industries and ability to work within multiple industries and projects at once, independent, creative, problem-solving, analytical, detail-oriented, goal-focused, and self-motivated.

CERTIFICATIONS

- 2021 Certificate in Advanced Google Analytics, Google Academy.
- 2021 PTCB Certification, Maryland Board of Pharmacy.
- 2022 Intrapersonal and Interpersonal Communication, Alison.
- 2022 Soft Skills in the Workplace, Alison.

PROFESSIONAL REFERENCES

Susan Rowe, Behavioral Program Paraprofessional, Washington County Public Schools. Relationship: Supervisor at Ducks in a Rowe Daycare.

- Phone: 301-455-5995
- Email: sghrowe6@gmail.com

Jennifer McCullough, Clinical Program Director, Mindoula. Relationship: Fellow volunteer and career advisor for 6 years.

- Phone: 240-310-2727
- Email: Jam40@hood.edu

Bart Lewis, Lewis Management Consultants. Relationship: Manager and direct report for 1 year.

- Phone: 240-291-2644
- Email: Blewisjr@gmail.com