

Carolyn Wurzelbacher

SUMMARY

Aspiring Marketing professional with 6 years of experience in collateral development, marketing, project management, data analytics, customer experience, and sales. Strong background in taking customer insights and creating product enhancements, or marketing and sales collateral to address customer needs. Expertise in relationship management and problem solving skills.

EXPERIENCE

Data Analyst

- Promoted to Analyst Program Manager
- Delivers and oversees customer deliverables, processing data, supporting customers in cleaning and mapping data.
- Manages interns and entry level employees during their first 90 days at Brightfield

Customer Success Analyst

Brightfield · Washington, DC · MAY 2020 - PRESENT

- Regularly processing and analyzing data for variety of purposes such as savings identification, supplier performance reviews etc.
- Independently manages 14 staffing programs through a regular cadence of monthly check-in's, weekly e-mails, all team trainings and more.
- Creates collateral for sales and marketing team surrounding user stories, video testimonials, case studies, and more.
- Designed mock-up in Figma for a Scope of Work Decision tree that was then built and adopted by 100% of the sales team.
- Established a weekly communication cadence with the executive team to provide them with updates on partner programs and renewal status.
- Promoted from Business Development Representative.

Business Development Representative

Brightfield · Washington, DC · FEB 2019 - PRESENT

- Created e-mail content for reaching target buyers.
- Contributed \$2M in closed sales pipeline, 33% more sales than any other member of the team.
- Generated 6 pitch meetings per week with C-level leaders through cold outreach

Hospital Development Liaison

LifeCenter · Cincinnati, OH · 2015 - 2018

- Influenced near 100% compliance with potential organ donation call-in requirements at 8 hospitals.
- Educated hundreds of nurses and hospital staff each year on CMS Compliance

SKILLS

Marketing

Testimonial
Creation
Content Creation
User Stories
Educational
Powerpoint
Development
Public Relations

Customer Success

Project
management
Prioritization
Cross-functional
communication
Training &
enablement

Analysis

Customer & User
Research
Tableau
Confluence
SQL
Jira

Design

User Experience
Design
Interactive
Prototyping
Visual Design
Figma

EDUCATION

William & Mary

MS, Marketing
(in Progress)

<p>Requirements for organ donation through powerpoints, flyers, in-person education.</p> <ul style="list-style-type: none">• Identified process and workflow improvement opportunities while driving results in collaborative, multi-stakeholder environment• Monitored potential donor records to ensure timely calls were made to LifeCenter.• Coordinated Donate Life ceremonies at 8 hospitals to raise awareness about organ donation. <p>Family Service Worker</p> <p>Headstart · Cincinnati, OH · 2014 - 2015</p> <ul style="list-style-type: none">• Conceptualized and managed initiative that collected and delivered thousands of donated books to at-risk children during Headstart home visits.• Increased child program recruitment and enrollment volume by attending community events, creating flyers and delivering marketing materials at churches and schools. Successfully recruited 857 open requisitions within 3 months through timely	<p>Eastern Kentucky University</p> <p>BS, Family and Child Studies</p> <p>2014</p> <p>Deans List Recipient</p>
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