

EXPERIENCE

CONSULTANT, BUSINESS ANALYST

SteeleChick, Culpeper, VA | March 2019 - Present

- Provided services such as: website design, social media marketing, copy writing, and branding; project management, database management, and professional organization; area fundraising, networking, and small business strategy.
- President of Culpeper Business Women

SENIOR EVENTS AND SPONSORSHIPS MANAGER, DATABASE CONSULTANT, SALES MANAGER, LEGAL ASSISTANT

Monotype, Woburn, MA | November 2010 - January 2019

- Managed, developed and produced global high-touch branded events mapping to company goals with high ROI; confirmed sales leads, increased media exposure and shared digital impressions.
- Developed detailed project execution plan and managed all implementation processes including resource allocation and progress tracking.
- Coordinated end-to-end complex data migration, conversion and data modeling while participating in quality management reviews.
- Managed up to 40 events and projects simultaneously under fast-paced environments.
- Contributed 10M+ in revenue in four years.

SENIOR TRAINING COORDINATOR, DATABASE MANAGER

Viega, LLC, Nashua, NH | March 2008 - November 2010

- Managed classroom center, curriculum and staff schedules and coordinated external field training and materials.
- Created and developed Viega NA training database and increased enrollment with more efficient registration procedure.
- Collaborated with subject matter experts to update processes and procedures.
- Provided voice over for training CDs and marketing videos.

SENIOR SERVICE SALES REP, BUSINESS ANALYST

Polycom Inc./PictureTel, Andover, MA | August 1998 - March 2007

- Contributed 12M+ in sales per year in global service contracts.
- Managed contract renewals and converted warranty expirations.
- Trained new territory service groups and sales new hires.
- Team lead for 3 large database migrations and upgrades.
- Worked with all stakeholders and senior leadership to rapidly develop multi-prong implementation project plans.

GWENDOLYN STEELE

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Enthusiastic and goal-oriented project manager who possess solid troubleshooting and problem solving skills along with critical thinking to drive projects to completion within time, cost and quality constraints. Strong expertise in applying flexible change management deliverables, including training, communications, and stakeholder engagement to increase end-user adoption of project implementation. Highly organized and skilled at managing many projects simultaneously while finding new efficiencies to reach KPI & ROI goals and improve brand perceptions. A motivated and out-going Business Analyst with an understanding of database common principles, practices and procedures and the ability to work excellently within a team environment under minimal direction to deliver common team goals.

SKILLS

- Logistics Management
- Project Management
- Database Migration Lead
- Business Analyst
- Relationship Management
- Microsoft Office
- Team Building/ Team Leadership
- Agile/Scrum
- Salesforce/Marketo
- Oracle
- SAP
- PeopleSoft
- Adobe Creative Suite

EDUCATION

- **B.S. Business Leadership/ International Management**
Northeastern University, Boston, MA
- **A.S. Business Management/Accounting**
University of Toledo, Toledo, OH
- **Aerospace Engineering**
Case Western Reserve University, Cleveland, OH
- **Customer Service Plus, Sales Principles, Excel Principles**
Picturetel University/American Marketing Association
- **Agile & Scrum Fundamentals**
Udemy.com