

SYLVA KESHISHIAN

SylvaKeshish@gmail.com

PROFESSIONAL SUMMARY

- Communications Professional who has expertise in crafting, conveying and tracking key company messaging to internal and external stakeholders
- Operations Manager skilled in using digital solutions to streamline business operations
- Staff Trainer experienced in conducting training workshops that enable staff to understand and implement detailed business policies and procedures

CORE COMPETENCIES

- Project Manager
- Team Supervisor
- Writer/Editor
- Process Analyzer
- Staff Trainer
- Video Producer

KEY ACHIEVEMENTS

Digital Content Development and Management

Led the company to far exceed industry standards for its e-mail marketing traffic with opens at 42.1% (industry standard is 17.3%), and clicks at 11.4% (industry standard is 2.5%) by communicating corporate accomplishments via an integrated mix of communication channels. This led to the internal and external stakeholders increasing their commitment to contribute time and resources in support of the corporate mission.

- Supervised a WordPress site containing blogs with links to news releases and profiles driving traffic to the site via e-mail marketing targeted at stakeholders
- Directed a team to write online articles and measure online traffic using Google Analytics
- Edited and wrote stories and articles for the Executive Vice President
- Designed and managed a website enabling visitors to read about projects and donate to them
- Managed Intranet content (stories and how-to guides) using SharePoint and Dreamweaver
- Created attention-grabbing presentations using PowerPoint and PhotoShop

Donor Communications and Fundraising Programs

Bridged the gap between the language used in fundraising campaigns and the actual programs that needed the funds resulting in raised fundraising credibility and program efficiency

- Spearheaded a cross-functional team to produce a system and procedures that enabled marketing and finance to connect donor income with specific donor intent
- Performed risk analysis of donor acquisition and cultivation mailings to ensure that messaging was crisp, clean and aligned with branding
- Analyzed upcoming international projects, recommending a shortlist for funding
- Reviewed the output and outcome of a 90 million dollar global initiative to improve future programs

Financial Dashboard Management

Developed and maintained a digital dashboard to allow senior leadership to quickly identify which programs were excelling and which were under-performing resulting in more effective decision-making

- Prepared graphically informative Dashboards using Excel graphs and pie charts
- Designed and edited the Program team's Operating Plan to clearly articulate corporate vision and mission, to define leadership and staff roles, functions and program goals

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KEY ACHIEVEMENTS (continued)

Partner and Vendor Contract Management

Streamlined existing legal systems and developed training workshops and guides resulting in increased staff efficiency, competence and productivity

- Counselling staff on how to reword and process their contracts to protect corporate intellectual property, collaborated with the Legal team to review
- Conducted Staff Training Workshops for more than 100 colleagues on how to implement contracts. Created accompanying training material using Adobe Premiere and PDF
- Mapped a Contract and Payment Automation System. The roll out for this is still in progress but expect to see faster processing of all stages of the contract life cycle including: planning, review, approval, execution and payment

Human Resource Management

Coordinated the human resource function of the Programs team resulting in staff events that raised team morale.

- Initiated a staff database used to resource Programs Staff Meetings.
- Furnished and maintained executive and functional organization charts using Visio. This enabled senior leadership to plan effective changes to corporate structure.

PROFESSIONAL EXPERIENCE

AMERICAN BIBLE SOCIETY, New York, NY **2005-2014**
Communications Manager, Operations Manager and Project Manager

UNITED BIBLE SOCIETIES, Reading, U.K. **2000-2004**
Project Analyst, Web Content Developer and Researcher

EDUCATION & SPECIAL SKILLS

University and College

- Diploma in Music (Open University, Milton Keynes, U.K.)
- Diploma in Interior Design (International Correspondence School, Glasgow, U.K.)
- Spanish (Uxbridge College, Uxbridge, U.K.)
- Office Skills (Royal Society of Arts, Uxbridge College, U.K.)

Certification

- Windows 8 and Office 2013 (New Horizons Computer Center, New York, U.S.)
- Dreamweaver (Reading College, Reading, U.K.)

Languages

- English and Armenian (fluent)
- Spanish and French (conversational)
- Greek and Turkish (basic civilities)

PROFESSIONAL AFFILIATIONS

National Association of Professional Women