

SYLVA KESHISHIAN

SylvaKeshish@gmail.com

PROFESSIONAL SUMMARY

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

CORE COMPETENCIES

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

KEY ACHIEVEMENTS

Talent Development Training

Streamlined existing business systems by proposing policy changes and developing training workshops resulting in increased staff efficiency, competence and productivity

- 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
- Conducted Training Workshops to teach staff how to better plan and implement their contracts. Created accompanying training material using Adobe Premiere and PDF
- Coached staff on a one-to-one basis how to reword and process their vendor contracts to protect corporate interests including intellectual property

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 newsletters 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 (articles and how-to guides) using SharePoint and Dreamweaver
- Created attention-grabbing presentations using PowerPoint and PhotoShop

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)

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

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**
Staff Trainer, Business Communications and Operations Manager

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

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 (fluent)
- Spanish and French (conversational)

PROFESSIONAL AFFILIATIONS

National Association of Professional Women