**SYLVA KESHISHIAN**

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#### 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

#### 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

* Wrote and edited stories and articles for the Executive Vice President
* Supervised a WordPress site containing [blogs](http://gsmblog.americanbible.org/) with links to [news releases](http://gsmblog.americanbible.org/ministry-news/) and [articles,](http://gsmblog.americanbible.org/ministry-profiles/) driving traffic to the site via MailChimp e-mail marketing targeted at stakeholders
* Directed a team to write online articles and measure online traffic using Google Analytics
* 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 grants 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

**Organizational Development, Training and Human Resources**

Developed training workshops and regular meetings for leadership and staff resulting in increased efficiency, competence, productivity and morale

* Conducted on site and web-based Training Workshops teaching improved business processes.
* Created accompanying training material using PDF, PowerPoint and Adobe Premiere
* Measured training response and conducted follow-up workshops
* Provided one-to-one and small group tutoring to leaders and staff on how to better plan, prepare and draft business communications and conduct operations
* 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

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#### KEY ACHIEVEMENTS (continued)

**Partner and Vendor Contract Management**

Collaborated with Legal and Operations teams to appraise and restructure existing legal systems and increase contract turnaround time thus improving corporate reputation with business partners and vendors

* Counselled staff on how to reword and execute their partner and vendor contracts in a way that protected corporate intellectual property
* Collaborated with the Legal team and Operations department to review each contract
* Articulated and mapped a web-based Contract and Payment Automation System to streamline all stages of the contract life cycle including: planning, review, approval, execution and payment

**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 Operating Plan to clearly articulate corporate strategy

#### PROFESSIONAL EXPERIENCE

**Communications Manager, Information Manager and Project Manager** **2005-2014**(American Bible Society, New York, NY)

**Project Analyst and Web Content Developer 2000-2004**(United Bible Societies, U.K.)

#### EDUCATION & SPECIAL SKILLS

**University, College and Professional Training**

* 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.)
* 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 (NAPW)