

SYLVA KESHISHIAN

sylvakeshish.weebly.com

sylvakeshish@gmail.com

(c) 347-705 2377

PROFESSIONAL SUMMARY

- Staff Trainer experienced in designing and delivering conducting training workshops that empower all levels of staff to easily understand and implement detailed business policies and procedures
- Operations Manager 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

KEY ACHIEVEMENTS

Organizational Development, Training and Human Resources

Developed and delivered 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 the corporate structure

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

- Counseled 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

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

- Rewrote and implemented the corporate Social Media Policy
- Wrote, edited and published corporate newsletter for stakeholders using InDesign and WordPress
- Supervised a WordPress site containing blogs with links to news releases and articles, driving traffic to the site via Constant Contact and MailChimp e-mail marketing targeted at key audiences
- 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

SYLVA KESHISHIAN

sylvakeshish@gmail.com

(c) 347-705 2377

KEY ACHIEVEMENTS (continued)

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

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

- 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
- 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

PROFESSIONAL EXPERIENCE

Events & Marketing Manager (General Conference of Seventh-day Adventists, Silver Spring, MD)	2016-DATE
Communications and Marketing Manager (Services for the UnderServed, New York, NY)	2015-2016
Staff Trainer (Business Operations Manager) (American Bible Society, New York, NY)	2005-2014
Project Analyst and Web Content Developer (United Bible Societies, U.K.)	2000-2004

EDUCATION & SPECIAL SKILLS

University, College and Professional Training

- Teaching English to adults (Seoul, Korea)
- Associates Degree in Music (Diploma, Open University, Milton Keynes, U.K.)
- Associates Degree in Interior Design (Diploma, International Correspondence School, Glasgow, U.K.)
- Business Spanish (Uxbridge College, Uxbridge, U.K.)
- Windows 8 and Office 2013 (New Horizons Computer Center, New York, U.S.)
- Dreamweaver web design (Reading College, Reading, U.K.)

Languages

- English, Spanish, French and Armenian