

Brianna G. Broomfield

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RELATED SKILLS

Product Development & Management • Project Management • HTML & Cascading Style Sheets (CSS) • Change Management • Robotic Process Automation (RPA) • Data Analysis & Visualization • CRM & Project Management Platforms • Strategic Analytics & Strategy Formulation • Branding and Identity • Account Management • Cross-Functional Team Collaboration • Process Optimization & Efficiency • Stakeholder Communication

WORK EXPERIENCE

CARNEGIE HIGHER ED July 2021 - Present

Slate Front-End Strategist

- Led the end-to-end customization, build, and maintenance of product features within Slate, enhancing user experiences and operational efficiency for clients.
- Drove the implementation of responsive design principles to optimize user interaction across platforms, improving accessibility and product usability.
- Collaborated cross-functionally with creative, accounts, and technical teams to deliver seamless product deployments, ensuring alignment with business objectives and client expectations.
- Provided strategic insights into product development and feature creation, ensuring solutions were scalable, data-driven, and aligned with industry best practices.
- Utilized data analysis and visualization tools to monitor product performance and inform strategic decisions, focusing on continuous product improvements.
- Assisted in the implementation of Slate instances by configuring integrations, setting up workflows, and managing communication configurations to ensure seamless system functionality and effective deployment.

Search Strategy Associate

- Analyzed and refined data integration processes within Slate, improving the accuracy and timeliness of enrollment data for strategic use.
- Actively contributed to product enhancements by collaborating with cross-functional teams to streamline data management, search functionality, and user experience.
- Provided strategic insights based on market research, contributing to the refinement of product integration features and customer data onboarding strategies.

Slate Strategist Associate

- Assisted in the creation and execution of product strategies for Slate Deliver campaigns, contributing to the product roadmap through data insights and client feedback.
- Managed key communication flows and analyzed performance data to optimize product features and enhance the customer experience.
- Led A/B testing and performance assessments, driving continuous improvements and influencing the long-term product strategy for enrollment campaigns.

Account Manager

- Built and maintained strong client relationships, serving as the primary point of contact and ensuring client satisfaction throughout the project lifecycle.
- Directed and managed project deliverables, leveraging Asana to assign tasks, track progress, and ensure all deadlines and turnaround times were met.
- Led cross-functional teams by facilitating regular meetings, delivering presentations, and producing detailed project reports, aligning stakeholders across creative, strategy, and technical teams.
- Proactively identified client needs and provided strategic recommendations to drive project success and meet client objectives.
- Streamlined communication workflows and implemented process improvements to enhance project efficiency and client outcomes.
- Managed creative development processes, from initial requests and proofing to approvals and production, ensuring quality control and adherence to specifications.
- Ensured the timely and successful delivery of solutions, improving customer retention and long-term satisfaction.

GENERATIONS AT SHALOM PARK

December 2019 - June 2021

Sales and Marketing Coordinator

- Managed CRM systems and implemented interactive visualization software, improving product data accessibility and usability for marketing and sales teams.
- Analyzed sales and marketing data to drive strategic product decisions and inform the development of new product features and customer engagement strategies.
- Successfully coordinated product launches for community engagement initiatives, including both in-person and virtual events, ensuring smooth delivery and user satisfaction.

OTHER WORK EXPERIENCE

University of South Carolina

March 2019 - December 2019

Coordinator for Diversity & Inclusion Recruitment

Georgia Southern University

July 2017 - March 2019

Admissions Counselor

Enterprise Holding Management Trainee

May 2016 - June 2017

EDUCATION

Master of Business Administration, Marketing Southern New Hampshire University

May 2023

Bachelor's degree in Communication, Public Relations
Appalachian State University

December 2015

RELATED CERTIFICATIONS

- Becoming a Product Manager: A Complete Guide – LinkedIn | May 2024
- Change Management – AICPA | January 2023
- HTML & CSS Essential Training – LinkedIn | November 2023, January 2024
- Power BI – AICPA | July 2022

PROJECT HIGHLIGHTS

Full-Funnel Communication Strategy for a Pennsylvania Private Liberal Arts College

- Designed and implemented a full-funnel communication strategy for a Pennsylvania private liberal arts college.
- Deployed targeted email and text campaigns to engage prospective students at every stage of the enrollment funnel.
- Leveraged data analysis to optimize communication effectiveness, improving engagement metrics beyond industry benchmarks.
- Achieved over 5% year-over-year enrollment growth, exceeding the college's enrollment goals.

Optimized Student Search Products for Strategic Outcomes

- Optimized student search products by refining data parameters and improving list-building processes to enhance accuracy and targeting.
- Collaborated with Enrollment Strategists and utilized multiple vendor interfaces to create more effective and strategic student lists.
- Streamlined list management and data processing workflows, increasing product efficiency and functionality.
- Delivered improvements that resulted in better client outcomes and enhanced the strategic impact of search campaigns.