AMY SHAW

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Executive Profile

Former Operations and Customer Relations exec, now Brand Ambassador for the French American School of Arizona, Ballroom Moderator Coordinator for Phoenix Comicon, and Chapter Advisor for Alpha Gamma Delta at Arizona State University. Versatile, professional, loyal, passionate, dedicated, and trustworthy. Over 25 years' experience in building and leading teams to proven success in academia, construction, retail, and entertainment.

Skill Highlights

Operations management
Leading large organizations
Client relations specialist
Motivational leadership
Strategic leadership
Superior organizational skills
Fluent French
Conversational Spanish
Tourist-level German and Italian

Core Accomplishments

Spread customer satisfaction initiatives and best practices nationwide via internal consulting visits to over 48 US markets. Created specialized Critical Paths to Success for market Presidents, outlining specific steps to enhance customer satisfaction, maximize labor efficiencies, and maintain or lower service and materials expenses. Performed needs assessments, evaluated staff, provided internal coaching to all levels.

Raised customer satisfaction scores in the South Carolina Coastal market 200% by instituting culture and mindset changes at all levels of the organization.

Led my department through major corporate merger with zero attrition.

Professional Experience

Brand Ambassador/Project Manager Aug 2016 to Current

The French American School of Arizona – Tempe, AZ

Responsible for managing the school's brand, creating & maintaining social media marketing. Leading the project to move the school from private to charter, overseeing all aspects of application completion.

Coordinator, Ballroom Moderator team Jan 2014 to Current

Phoenix Comicon – Phoenix, AZ

Assist in managing the Moderator team, including assessing talent, training & development, scheduling, and providing outstanding attendee and guest service. Moderate ballroom panels for large

audiences of 2000 - 5000 attendees, including greeting and assisting Media Guests and their entourages onsite. Coordinate backstage activities between Talent Relations and ballroom technical staff.

Freelance Public Speaking, Training, and Education August 2007 to Current

Self-Employed – Tempe, AZ

Provide dynamic content delivery for pre-developed or custom programming. Conduct variety of leadership development training, including coaching and performance assessment. Conduct wine education programs for private local organizations.

Vice President of Operations Dec 2007 to Aug 2008

Global Mobility Solutions – Scottsdale, AZ

Oversaw customer service, real estate, and van line network operations, representing two-thirds of the organization and $4 million in revenue. Raised referral conversion by 40% in first two quarters through education and execution of best practices.

Vice President Customer Relations Jun 2006 to Jul 2007

Pulte Homes of South Carolina – Bluffton, SC

Held primary responsibility for enhancing customer experience with Pulte in the South Carolina Coastal division. Forecasted service trends, satisfaction levels, expenses, and personnel needs to allow corporate executive management and Wall Street to see the health of the division.

National Director, Customer Relations Operations Oct 2004 to Jun 2006

Pulte Homes, Inc. – Scottsdale, AZ

Spread Pulte customer satisfaction initiatives and best practices nationwide via internal consulting visits to over 48 markets, which entailed 90% travel.

Additional Career Experience

Training Management

Instructional Design and Development

Systems Analysis

Finance and Accounting

Education

Certified Sommelier 2010

The International Wine Guild – Denver, CO

Bachelor of Arts, **Humanities** 1998

Arizona State University – Tempe, AZ