

# KETA R. SHAW

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## COMPETENCIES

- **Project Management:** Management of multiple deliverables and timelines, budget reconciliation, negotiation, project scope development, interpersonal communication, process improvement, and resource acquisition.
- **Communication:** Created and edited content for events, newsletters, business plans, fact sheets, and proposals.
- **Data Analytics:** Worked with analyst team to determine target markets, basic segmentation, and A/B testing

## PROJECT MANAGEMENT & COMMUNICATIONS EXPERIENCE

### University of Washington

#### International Advancement Services Officer [November 2016 – January 2018] Seattle, WA

*(Support relationship management with international stakeholders)*

- Project managed strategic events to engage key stakeholders, procured \$20k in sponsorship for the Beijing Summit
- Researched and ranked pipeline prospects to connect with fundraising opportunities and university wide initiatives
- Analyzed data to determine where to deploy marketing resources and inform KPI's for campaign launches in 8 regions
- Collaborated on proposal strategies for scholarship funds, planned retirement gifts, and campus construction
- Contributed and edited copy for the first international alumni newsletter opened by 1700 alumni around the world
- Applied research-based best practices to criteria used for data pulls, adding integrity and continuity to our quarterly metrics
- Completed competitive audit and piloted new travel software program for team, recovering 6 hours in saved labor quarterly

### Vitality Pilates

#### Client Care Ambassador | HR Representative [May 2012 - April 2016] Seattle, WA

- Founded the Employee Compensation program to increase transparency, conducting 30+ employee reviews annually
- Created the Employee Bonus program to drive sales, company broke 1M in sales and continued to experience growth
- Implemented talent management team for all 3 studios, advising on change management and employee development
- Project managed 12 successful schedule launches for each studio, using client surveys to inform changes and new offerings
- Led full cycle recruitment from sourcing to offer letters for all locations, fulfilling 100% of open positions
- Achieved the consolidation and transition of employee records from third-party systems to a new competitive platform
- Collaborated with team on successfully hiring for and opening a new studio location
- Overhauled CRM database to improve client user experience, resulting in 30% increased retention rate
- Owned the company culture budget for employee recognition events and oversaw professional development budget
- Established KPIs for digital communications to assess improvements to our 500+ client base
- Expanded social media presence onto Twitter, systemizing the frequency and content of posts

### Gilda's Club (now Cancer Pathways)

#### Event Planner & Fundraiser [January 2014 - October 2015] Seattle, WA

- Co-chaired the Whiskey and Cider Tasting fundraiser for two years, increased the fiscal goal 100%
- Worked with teams of 5-10 people to plan, organize, and coordinate 2-3 fundraising events a year
- Established sponsorships with partners and venues – Providence, Marriott, and The Golf Club at Newcastle
- Procured vendors and auction items – Seattle Distilling, Mischief, Six Knot, and more

### Nantahala Outdoor Center

#### Kayak Instructor and Raft Guide [2004 - 2007] Bryson City, NC

- Taught basic whitewater skills, swift water rescue, and safety to groups of 3-12 people
- Planned and coordinated the logistics of river trips, including; transportation, shuttle, lunches, and overnight necessities
- Lead groups down class III rivers and successfully taught the combat role to 100% of our clients

## EDUCATION

University of Washington; Seattle, WA | Bachelor of Arts in Psychology – Concentration in Business

## TECHNICAL SKILLS

Project Management Software: Proofhub \* Trello \* Basecamp | Adobe \* InDesign

Microsoft Office Suite | Google Suite: Drive \* Spreadsheets \* Forms \* Documents | Language: Spanish | WeChat

CRM Software: Advance \* Reportal \* Mind Body Online \* Eclipse | Email Marketing Software: Constant Contact \* Survey Monkey