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Sr. Strategic Sourcing Specialist, Jr. Project Manager, and Communications Professional

Strategic Planning / Project Management / Global Brands

As a Lead Strategic Sourcing Specialist at Honeywell Aerospace, I manage the Annual Govt. Certification Campaign and assessment processes, while demonstrating expertise in BAA and TINA compliance. I lead FAR 12/15 audits, assess compliance risks, audit procurement packages, and support onboarding of new compliance tools. In addition, I co-author Honeywell's Strategic Sourcing newsletter and internal website, leading content strategy and layout design using Adobe design tools. Responsibilities also include monitoring key engagement KPIs such as click-through rates, page views, and time-on-page to optimize communication efforts. Overall, I've accumulated 10+ years in business development and project management, while consistently driving cross-functional growth through strategic planning, training, and stakeholder engagement.

CAREER HIGHLIGHTS

- **Achieved Six Sigma Project Management Certification for enhancing Honeywell Aerospace Supplier Contributions SOP.**
- **Trusted Board Member of Command Media Council, collaborates with key stakeholders for the review, development, and implementation of all aerospace policies, guidelines and procedures.**
- **Leads Honeywell Aerospace's Learning Council – A secondary multi-team resource responsible for the review, and development of procurement trainings, utilized by Honeywell procurement personnel and key stakeholders.**
- **Established comprehensive, data-driven marketing strategies for 270+ agents covering website and social media management, campaign development, implementation, and distribution under strict deadlines.**
- **Improved methods for Coldwell Banker to manage 270+ realtors digital marketing efforts, growing company media by 4%**

SKILLS & EXPERTISE

Six Sigma Green Belt Certified	Team Development	Stakeholder Engagement
Strategic Planning	Digital Marketing	Market Research/Analysis
Project Management	Strategic Marketing	Campaign Development & Management
Leadership & Collaboration	Social Media	A/B Test Plans/Implementations
Cross-Channel Marketing	Brand Management	Inbound & Outbound Marketing
Copywriting		Budget Management
Graphic Design		

PROFESSIONAL EXPERIENCE

Honeywell Aerospace **2023 – Present**
Sr. Strategic Sourcing Specialist

I lead Honeywell's Supplier Contributions department, in addition to managing the annual government certification and assessment processes for Honeywell Aerospace suppliers. In addition, I serve as a subject matter expert in BAA and TINA compliance while auditing solicitations, identifying contractor rebates and credits, and reporting refunds to the U.S. Government. I also co-author Honeywell Aerospace's Strategic Sourcing internal newsletter, and manage the SharePoint site, which houses key workflows, org charts, training materials, and contact resources. Additional responsibilities include publishing Command Media updates, maintaining compliance across purchasing functions, and managing service queues such as Certs & Reqs, US-US BAA Requests, and GTS unblock requests.

Key Achievements:

- Achieved Project Management cert with Six Sigma Green Belt Certification for reconfiguring Supplier Contributions SOP.
- Spearheaded new Honeywell Aerospace Government Compliance Newsletter, a quarterly communications letter created to update departments including Supplier Contributions, Small Business, Certs & Reps and Command Media on current departmental updates and changes.
- Processed over 7K BAA, Certs & Reps and Global Trade Services requests while providing quality assurance and completion <48 hours.
- worked on FAR 12/15 audits to ensure packages remain compliant with federal government acquisition regulations & legal frameworks. Naturally, this involved a lot of work in coordinating stakeholders, understanding business needs, making risk assessments, and being a mentor towards those who required additional clarification pertaining to government regulations.

Rooftop Digital LLC**2020 – 2023*****Digital Marketing Manager***

Executed and tested over 300 Customer Relationship Management (CRM) and lifecycle campaigns, ensuring accuracy and performance across multiple channels. Defined and tracked key performance indicators (KPIs) to build insightful CRM performance dashboards. Developed and implemented a segmentation strategy for the mail team, spanning 35+ sub-accounts and domains to optimize targeting and engagement.

Key Achievements:

- Managed marketing team's cross-departmental collaboration efforts; contributing to Rooftop Digital LLC's record-breaking year of \$1B+ in revenue in 2021.
- Optimized all marketing channels and frequency of efforts to increase activation, engagement, retention, monetization and growth amongst 2.5 million customer base.

Coldwell Banker Realty**2018 – 2020*****Regional Marketing Specialist***

Managed 270+ realtor digital dashboards, driving KPI tracking, strategic planning, and digital footprint growth. Led 250+ virtual marketing trainings covering market research, social media, email marketing, campaign strategy, and analytics. Spearheaded new communication channels between realtors and clients during the peak of the COVID-19 pandemic.

Key Achievements:

- Improved digital dashboard experience for 270+ realtors.
- Boosted realtor awareness and education on digital strategy, email marketing, campaign development and market research.
- Managed all marketing inquiries for 4 Coldwell Banker offices across Los Angeles, CA.

EDUCATION & CERTIFICATIONS

University of Nevada, Las Vegas – Bachelor of Science, Urban Affairs

University of Tennessee, Knoxville – Masters of Science, Digital & Strategic Communications

ADDITIONAL CREDENTIALS

Technology & Tools	MS Office, SAP, Appian, Sharepoint, Visual Compliance, HubSpot, Adobe Suite (Photoshop, InDesign), Google Suite, Canva, Basecamp, Zoho Campaigns, Dotdigital, Campaign Monitor
Honors & Awards	El Camino Real Coach of the Year Award 2019 / True Blue Production Award – Coldwell Banker - 2019
Community	Girls/Boys Head Basketball Coach, Torres High School / Polemarch & Event Coordinator, Theta Sigma Chapter of Kappa Alpha Psi Fraternity