

# MAUREEN CRIST

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## PROFESSIONAL EXPERIENCE

### **Valet.io/ValetHealth.com**

*Customer Success Manager – 2017 - 2018*

- Introduced the concept and drove a corporate reorganization around the customer lifecycle – Land/Adopt/Expand/Renew
- Managed sales, onboarding, expansion and renewals for subscription business focused on website management, support and digital marketing
- Focused on client projects that drove business results to achieve expansion and support renewals

### **MoCrist.com – Web Design Clients**

*Principal – 2013 - 2017*

*Armadillo Painting Co., LLC – [www.armadillopainting.com/](http://www.armadillopainting.com/)*

- Completed market analysis, user profile matrix, user personas, information architecture, customized WordPress theme and implemented several plugins to redesign and build a site for this commercial painting company.

*Pacific Islands Tuna Industry Association – [www.pacifictuna.org/](http://www.pacifictuna.org/)*

- Analyzed client needs, customized WordPress theme, implemented several plugins to create a site for this industry organization to share news and information with 14 member nations.

*Great Conversations – [www.greatconversations.com/](http://www.greatconversations.com/)*

- Completed market analysis, user profile matrix, user personas, information architecture, design and build in HTML5, CSS3, jQuery, PHP, and WordPress

### **Microsoft Corporation**

*Account Manager – Management Excellence Team / University Recruiting – 2008 - 2009*

- Drove adoption of management training courses for mid-level to senior people managers.
- Drove the development and execution of a winning intern program. Exceeded Microsoft overall intern conversion rate by 35%.
- Established and implemented annual college hiring plan. Exceeded FY08 hiring goals by 30% while simultaneously developing FY09 plan.

*Education Marketing Representative – Northern California District – 1991 - 1993*

- Achieved 160% of revenue quota for FY'92. Ranked #1 nationwide in successfully closing education marketing programs. Awarded Education Representative of the Year, Western Region, 1993 as a result.
- Managed Campus Resellers and won Northern California SPIN Selling Contest for excellence in this area.

### **Intel Corporation**

*Financial Analyst – Folsom Microcomputer Division – 1988 - 1991*

- Developed projected income statements and managed quarterly forecasts for \$380 million division Was awarded Intel Exceptional Player Award and Intel Divisional Achievement Award for excellence.

## EDUCATION

**Seattle Central College** – 2016 - *Web Design Certificate – 4.0 GPA – Dean's List*

**Michigan State University** - *Bachelor of Arts in Business Administration*