

SUMMARY OF QUALIFICATIONS

- Led cross-functional projects across education and manufacturing, including a DEI framework resulting in an increase from 30% staff participation to 90%, redesigned a large-scale inventory accuracy initiative that improved shipping data integrity across 3,000+ SKUs, reducing discrepancies and supporting more accurate freight costs.
- Created marketing and communications materials including social content, email designs, print collateral, training decks, technical manuals, Quick Start Guides and crisis communications to improve clarity, adoption, and consistency across teams and different audiences.
- Designed digital and print assets using Adobe Photoshop, Illustrator, InDesign, Firefly, and Canva, AI and Visual Studio Code.
- Technical experience with Shopify, Squarespace, SQL entry, Qualtrics XM, Zerobounce, Bizpro CRM, AI-assisted workflows, interactive documentation (HTML/CSS/JS), Github, Microsoft Office and MacOS.
- B2B and B2C sales experience across high-end, commission, door-to-door, and solution-based environments, building strong customer relationships and identifying needs to deliver practical solutions.

WORK HISTORY

HIGHLIGHT INDUSTRIES Grand Rapids, Mi. | Onsite and Remote

June 2025 - Present

■ **Communications, E-commerce and Inventory Administrator**

Digital Experience and Process Improvement

- Designed and implemented UX-driven digital business cards to streamline contact sharing, improve customer accessibility while ensuring they were automated for quick and easy changes
- Developed Quick Start Guides and digital technical manuals to improve usability and reduce support needs
- Optimized Shopify product data including weights, tags, and collections to improve discoverability and reduce shipping discrepancies
- Validated and cleaned customer database using ZeroBounce to recover and improve email deliverability

E-Commerce and Growth

- Contributed to improvements supporting 157% total sales growth and 127% year-over-year gross sales increase
- Improved product clarity and organization to enhance customer experience and purchasing flow
- Designed a branded Shopify homepage mockup featuring a modular banner system that enables rapid swapping of campaign visuals, promotions, and seasonal content

■ **Shipping Admin Team Lead | Accounts Payable**

Shipping Administration

- Created sales orders for Shopify orders
- Liaised with overseas customers and vendors for exworks shipments, coordinating shipping when needed, and providing Commercial invoices, Certificate of Origin and Bill of Ladings,
- Prepared shipping documentation and readying machines for shipment
- Approved UPS and freight invoices to ensure cost accuracy

Operations and Logistics Coordination

- Managed return authorizations including inspection and repair costs
- Maintained scratch-and-dent inventory and parts database
- Entered labor sheets and validated time against clock-in data
- Performed warehouse inventory entries and accuracy
- Prepared shipping labels, Bill of Ladings, and Pro numbers for machines ready to ship

Production and Documentation Coordination

- Printed and assembled product manual packets for production builds
- Prepared job documentation and ensured assembly teams had required materials
- Used thermal binder to print and assemble standard machine manuals

Accounts Payable

- Receive and enter packing slips from vendors, ensuring accurate part inventory counts
- Match vendor invoices with packing slips, and posting invoice in Bizpro

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BROOKE DAVIS | KHPS Grand Rapids, Mi. | In person - Remote

March 2024-March 2025

Marketing and Communications Intern

- Developed multi-channel creative and campaign assets (apparel, fundraising branding, email campaigns, presentations) supporting district initiatives and community engagement.
- Supported crisis communications and executive messaging to ensure clarity, consistency, and timely stakeholder communication.
- Produced reports and data analysis for districtwide initiatives to inform leadership decision-making and strategic planning.
- Provided executive support to leadership, including inbox management, calendar coordination, documentation organization, and meeting preparation.
- Contributed to the design and production of slide decks for staff training sessions and external presentations, ensuring professional and engaging delivery.

WITH PURPOSE COUNSELING Grand Rapids, Mi. | Contract - Remote

April 2024-August 2024

Website and Logo Designer

- Developed a dual-purpose website serving as a landing page for both a private counseling practice and an education consulting firm.
- Designed a cohesive logo for a new private counseling company, aligning colors and themes with existing branding to ensure a consistent look and feel.
- Created marketing collateral including business cards, brochures, and training, conference forms to support outreach and professional events.

KENOWA HILLS PUBLIC SCHOOLS Grand Rapids, Mi. | Onsite

Dec. 2021-June 2025

PBIS Paraprofessional

- Co-led Tier 1 team and contributed to District Leadership and Tier 2 teams. Member of District School Leadership and Tier 2 team.
- Launched the Tier 1 GOLD campaign to enhance student involvement and morale for over 600 students and 80+ staff members, boosting participation numbers from 30% to 90%.
- Established and oversaw school-wide data dashboard.
- Developed and automated the distribution of ISS/OSS and behavior referral forms using Autocrat, effectively moving the school from a paper-based system to a more efficient digital workflow.
- Designed flyers, surveys, behavior matrices, social media posts, referral, suspension and Parent University forms.
- Created tailored messaging, surveys and versatile content for diverse audiences, including families, middle school students, community members, and internal stakeholders, across platforms such as social media and email campaigns, using Adobe and Canva.
- Served as the school's primary point of contact for students, teachers, and families during in-school and out-of-school suspensions.
- Contributed to Crisis Communications efforts.
- Supported DEI initiatives and community events including Parent University, Career Day, Knight Out, and Meet Up & Eat Up.

EDUCATION

BACHELORS OF ARTS | ADVERTISING AND PUBLIC RELATIONS

Grand Valley State University, Allendale Michigan

CERTS

- Social Media Certified - Hubspot | 2025-2027
- Google IT Support Certificate - Coursera | 2023
- Nonviolent Crisis Prevention and Intervention Blue Card Holder - KISD | 3 years - present

TRAININGS

- Restorative Justice Trained- 2022-Present
- SWPBIS+ Training 2024- Present

AWARDS

- America & Me Essay Contest Winner - 1st Place