

Cassandra Guard

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Objective Statement

Talented operations leader and people manager looking to assist a company achieve their audacious goals and objectives. Ultimately trusted by organizational teams to solve challenging issues. In depth understanding of assessment and redesign with laser focus on performance and budget. Strengthsfinder 2.0 Gallup reports strong communicator, ability to recognize team strengths, intuitive problem solver, cross-functional team leader and motivator extraordinaire.

Areas of Expertise

*Organizational Change Management
Communication across organization
Cultural/industry specific language styles
Fast-paced, results driven, and constantly
changing industries*

*Flexibility in allocation & prioritization
Agile principles
Ability to lead large and small teams
Client/Account Management
Talent acquisition and retention*

*Manage projects simultaneously
Cost-Benefit Analysis
Quality improvement initiatives
Experience Managing Salaried,
Hourly, and Remote Teams
Data Analytics and Interpretation*

Key Accomplishments

- Transitioned an in-person business model to a full virtual structure while attaining 35% growth in sales
- Consistently maintained employee retention rate at 95-97% over 12 years of business ownership
 - Highly regarded employee satisfaction and development despite limited budget
- Expanded business to five locations which required a balance of multiple projects and strong vendor relations while simultaneously keeping clients and staff engaged
- Over course of career, completed numerous specialized projects/events in addition to regular employment/business ownership - requiring flexible prioritization and balancing of projects, vendors, and resources including working within budgets ranging from nonprofit to global scale operations
- Led a seamless business ownership transfer, resolved a long-lasting communication problem at a local hospital, and created a new orientation process at a local level that was adopted by the global organization
- Proven record of maintaining positive relationships with stakeholders, vendors, and personnel within and outside of the organization

Professional Experience

Operations Manager, Spark Space Creative | 2021-Current

Product - Social Media Learning Library

- Owner of project to create a Social Media learning library based off of customer need, 7 months to complete with little to no additional resources
- Responsible for generating idea, creating project roadmap, assessing project needs, designing sprints, and managing life cycle from start to finish
- Include flexibility in plan to account for multiple Senior Management changes in resources and deadlines while constantly reassessing resources available
- Consistently coordinate with both internal and external stakeholders to ensure project meets all needs as well as being transparent about progress
- Worked with cross-functional teams including Senior Management, Marketing, Web Development, Social Media, and Operations

- Able to see future impact of potential roadblocks and find creative solutions to resolve them before an issue arises
- Videos for library require additional resources not available, able to keep employee morale high while reworking schedules to incorporate additional business needs
- Project completed successfully by required deadline

Project - Clickup

- Tasked with researching and selecting new project management software system
 - No prior knowledge of system, independently trained to become subject matter expert
- Create all new process standards within software system based on needs of employees, clients, and senior management
- Responsible for development and delivery of training

Product - Soulfolio

- Took over management of project halfway through development
 - Able to jump in and run sprints and collaboration of trial site
- Work with web developer to fix bugs/communicate site needs

Operations Management

- Create onboarding process and standardized training for all employees on processes and software
- Brainstorm, design visuals, and execute presentations for stakeholders on products
 - Internal presentations on resource allocation, timelines, and potential risks/pitfalls with provided solutions
 - External presentations on how to utilize products most efficiently
- Work collaboratively with all teams to design smoother processes while ensuring product delivery met in appropriate timeline

Owner/CEO, Femme Fatale LLC | 2008 - 2020

Human Resource and People Operation Experience

- Built recruitment process, including interview process and onboarding checklists at a staff, manager, and administrative level
- Created and managed a positive work environment, increasing employee number from three to a matrix team of >100 with a 97% retention rate
- Responsible for leading talent acquisition functions, including employee relations, development, retention, satisfaction, and empowering employees to enhance their individual skills
- Develop and implement policies and procedures and effectively communicate procedures to managers and staff
- Created training courses and requirements for all employee levels and identified key metrics of completion and retention
- Create/Develop appropriate succession planning for all levels of management

IT/Project Management Using Agile/SAFe Methodology Experience

- Implement multiple IT software and process changes, and effectively communicate and educate managers, staff, and clients as well as adjust process based on feedback from all levels
- Responsible for learning, training, communicating, and implementing new systems through constant updates and software system merger
- Utilize stakeholder analysis to constantly adjust programs to fit stakeholder needs
- Constant assessment, redesign, and implementation of sprint feedback resulted in multiple projects completed on time and either within or under budget
- Utilize cost benefit analysis to provide best experience and software for customers
- Excessive knowledge of operation for both client facing and internal facing software systems

Business Analysis and Risk Management Experience

- Utilized social media and software metrics to analyze and predict consumer behaviour

- Documented consumer spending patterns were used to make profitable decisions in a fickle industry
- Complete competitor analysis to establish benchmarks
- Create and implement multiple risk management procedures based on services provided
- Planned promotions, advertising, and marketing to increase business opportunities
- Establish and maintain business relationships with local suppliers

Marketing and Growth

- Utilize social media to communicate, market, register, and establish relationships with customers, greatly impacting the bottom line every day
- Built a Facebook business page with over 5,000 active users
- Started as a VP, took over the business and made it profitable.
- As a spokesperson for the business, appeared multiple times on local news stations
- Opened multiple locations resulting in experience with redesigning interior, establishing/negotiating contracts with builders, fundraising efforts, and communicating changes to clients

Communication Coach, TEDx Dayton | 2017 - 2022

- Coached new TEDx speakers on their TED Talks in addition to teaching memorization workshops.

Communication Coach, PNC Bank | June 2019

- Hired as a private coach to the President of PNC Bank for their TED Talk

Senior Communication and Change Management Consultant, Femme Fatale Dayton, Mar - Oct 2020

- Designed a smooth ownership transfer that included managing a cross functional team of 15 and over 500 client accounts
- Created a new business structure to be able to operate within COVID-19 restrictions, including all new training materials, integrated new software, a new app, and client education

Strategic Change Consultant, TEDx Dayton, 2017 - 2019

- Redesigned the New Speaker Orientation process along with a series of workshops to improve the Ted Talk Speaker experience
- Created and provided new training materials and presentations

Change Management Cnslt, Dr. Miri L-H Lader MD, FAAP, Dayton Children's Hospital, Oct 2020 -Mar 2021

- Quality Improvement Initiative to create communication methods between resident doctors and nursing staff that resulted in effective patient care

Convention Speaker, Burlycon | Sept 2019

- Asked to speak as an expert on business establishment at an international convention

Strategic Change Cnslt, Wilmerhale, Nicole Orlando, Jan -Dec 2014

- Provided new hire training program and materials
- Mentored hiring employee to follow best practices in agile

Strategic Change Cnslt, YMCA of Greater Dayton, 2010-2014

- Redesigned the national Move 2 Lose program to fit the specific needs of the Dayton area members
- Provided training materials for future Personal Trainers of the program

Event Project Management

- Equitas Health | 2014, 2016, 2018 - "Masquerage Ball" Fundraiser
- Dayton Metro Library | 2017 - "The Main Event" Grand Opening Gala for Donors
- Dayton Metro Library | 2017 - Grand Opening to public

Education

Bachelor's in Psychology, Concentration in IO Psychology, Wright State University

Operational Change Management Certificate, Cornell University

Familiar Technical Tools– Agile Philosophies, SAFe procedures, Various Bookkeeping Applications (Quickbooks), Database Management Software, Applicant Tracking Software, Lewis’ Change Management Model, Microsoft Office Suite, Microsoft Teams, GSuite Applications, iWork Applications, Mindbody, Slack, Asana, Trello, Zoom, Various Social Media Platform Management/Engagement

Professional References

Nicole Orlando
Forensic Accountant for the Federal Bureau of Investigation
Previous employee
Email: nikkiorlando8908@yahoo.com

Chelley Seibert
Dayton Police Department Training and Community Engagement Coordinator
Previous employee and Ted Talk mentor
Email: michelle.seibert@daytonohio.gov

Melissa Neiderhiser
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Current colleague
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