



Account & Project Management

{In a nutshell}

A strong command of strategy and details – experience in Account Management, Project Management and production. Over 20 years experience in a wide range of industries. Client list has included Ace Hardware, Bristol Myers Squibb, Harrah's Entertainment, Inc., Iams Co., New York & Company, True Value, and Victoria's Secret.

Most of my roles in account management have focused on understanding and articulating business needs. Using that information, I've worked cross functionally to develop strategies and approaches that support hitting sales goals by leveraging marketing and technology as educational tools. This has often led to educating both clients and team members on Customer Relation Management (CRM) techniques and best practices. I help make change happen.

{Skilled in} → Strategy, Account and Project Management → Consulting, Assessment for Technologies

{Accomplishments}

Account Management

- Developed branding, strategy and launch plans to cross and upsell a newly acquired consulting division.
 - Worked cross functionally as marketing and account director to establish positioning and messaging to existing clients and prospects.
- Directed licensing of consulting products to foreign organizations for a CRM Consultancy.
- Guided cross-functional team through all aspects of process redesign for acquisition of account management and customer relationship management tool suites.
 - Led ideation meetings with internal and client stakeholders to determine software suite needs.
 - Created materials to support business case and due diligence for securities regulatory compliance.
 - This effort saved over \$250,000 in external consulting and acquisition costs.
- Represented CRM account management team during a merger with another client facing account group.
 - Successfully maintained all customer service standards with both teams through transition.
- Designed advertising, media and marketing strategies to raise awareness of a major marketing organization's capabilities, product and services.
- Acted as project lead and account manager within a major marketing services company to redesign an employee intranet site. These efforts brought the site into compliance with corporate branding.
 - This project was also the first step towards migrating to a customer and employee portal.

Project Management

- Started publishing company. Performed all aspects of editing, design, and printing of approximately 35 book titles.
- Built a non-profit organization's digitization and archiving program from scratch, including creation of fundraising initiatives, P.R., web site and marketing material design.
- Managed design and migration to content management and CRM systems for several companies.
 - Results were more consistent, centralized management and processes, reduced lost intellectual capital and minimized dedicated resources.



Ari Buchwald

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- Designed and managed implementation of an Intranet reporting application for campaign reporting and analysis from a proprietary database.
 - This eliminated IT involvement in over 95% of custom report generation requests.
- Managed data processing timeliness, efficiency and resource utilization by creating applications and systems to measure, monitor and analyze workflow.
 - Developed statistical analysis and intranet cross training tools that cut redo rates from up to 35% to 1.5%.

Documentation and Development

- Worked with a startup to create user experience (UX) and user interface (UI) high fidelity wireframes.
 - Wireframes were used for both development of the app and creation of promotional materials to secure additional seed funding.
- Reviewed and made recommendations for updating legacy interfaces of a warehouse control software system.
 - Created developer and programmer guidelines with example screen mockups to save user clicks, improve overall navigation and reduce training time.
- Created brand standards for two sister companies, designed all new marketing materials and websites.
- Developed specifications, requirements and wireframes for Sales Force Automation and event management tools.
 - Assessed and implemented Sales Force Automation tools to centralize lead assignment, pipeline reporting, and eliminate the need for dedicated administrative resources.
- Wrote specifications for duplicate identification that accommodated specific legacy business rules.
 - The new application streamlined a complicated, time consuming manual workflow.

{Work History}

Freelance Projects	2009 – Present
Edgecliff Press , Publisher	2006 – 2014
Quaero Corporation , Vice-President, Marketing Effectiveness Practice, Las Vegas, NV	2005 – 2006
Alliance Data , Account Manager & Manager, Product Marketing/Development, Columbus, OH	2003 – 2005
Fair, Isaac and Co. , Consultant, Customer Strategy Integration, Chicago, IL	2000 – 2003
DraftWorldwide , Senior Business Analyst, Chicago, IL	1998 – 2000
Chicago Tribune Direct , IT Coordinator, Senior Account Manager, Chicago, IL	1995 – 1998

{Education}

- **.Net Developer Bootcamp**, MAX Technical Training, Cincy Code IT
- **B.F.A.**, Bachelor of Fine Arts - Photography/Sculpture, Art Academy of Cincinnati
- **General Studies**, Kansas City Art Institute

{Special Interest and fun stuff} Personality Type: ENFJ

- Co-administrator of The WebChef Forum on Facebook.
 - We reached almost 45,000 followers, with 20,000 reach and 2,000+ post engagements per week.
- Developed a white paper competition to involve operations employees in documenting intellectual capital.
 - This competition grew to include over 60% of the department, involved judges from across the organization and generated one dozen papers.