

HEATHER NAUJOKAS

▪ BUSINESS ADMINISTRATION ▪ MARKETING ▪ PROJECT MANAGEMENT

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CAREER SUMMARY

Results-oriented professional with a Bachelor's degree in Marketing and over 5 years of experience in program and process management, customer-facing roles, and operational leadership. Proven ability to lead cross-functional teams, improve workflow efficiency, and drive strategic initiatives. Adept at stakeholder communication, vendor management, and data-driven decision-making. Demonstrated success in optimizing supply chain operations, launching digital marketing campaigns, and enhancing customer satisfaction. Seeking to leverage my background in business administration and project management to contribute to impactful programs and operational excellence.

EDUCATION AND CERTIFICATION

Bachelor of Science in Marketing | Southern New Hampshire University, 3.8 GPA

Related Coursework: Advertising Media Planning, Managing and Leading in Business, Project Management, Managerial Accounting, People/Planet and Profit, Ethics, Consumer Behavior, Marketing Research, Strategic Brand Management, Social Media & Marketing Communications, Media Communication & Visual Literacy

Alpha Sigma Lambda Honor Society | Southern New Hampshire University, 2023

The National Society of Leadership and Success, 2023-2024

Certifications: Orientation & Leadership Training, Foundation of Leadership, Advanced Leadership, Executive Leadership

SKILLS

Management & Leadership Skills: | Business Administration | Digital marketing strategy | Financial Management | Project Management | Product marketing | Process Management | Process Improvement | Operational efficiency | Operations Management | Team Leadership | Strategic Thinking | Supply chain distribution | Quality assurance controls |

Technical Proficiency: | Accounting Software | CRM Management | E-Commerce | Microsoft Office Suite | SharePoint | Web Design-WordPress |

Analytical Skills: | Attention to detail | Communication platforms | Critical thinking | Customer Service | Data Analysis | Problem-solving |

WORK EXPERIENCE

Operations Manager | U.S. Coast Guard Auxiliary, Granite City, IL

2020- Present

- Conducted regular performance reviews, identifying improvement areas and developing action plans, resulting in a 15% increase in team productivity.
- Led customer experience improvement initiatives, resulting in a 50% increase in satisfaction scores through process optimization and stakeholder engagement.

- Developed and maintained relationships with external vendors and suppliers.
- Developed and implemented strategies to maximize customer satisfaction, achieving a 50% improvement in customer feedback scores.
- Develop and launch new products through our online platforms. The execution is achieved through email marketing, resulting in a 10-20% increase in sales.
- Develop and maintain relationships with internal and external stakeholders.
- Handle contract negotiations with vendors and suppliers.
- Implemented process improvements in supply chain operations, reducing delivery times by 10% and enhancing operational efficiency.
- Managed high-volume periods by allocating resources efficiently and maintaining a smooth workflow, ensuring timely delivery of products.
- Trained and guided team members to maintain high productivity and performance metrics.
- Work closely with third-party logistic providers to secure cost-effective shipping solutions for outgoing orders.

Office Administration | U.S. Coast Guard Auxiliary, Granite City, IL

2020- Present

- Answered multi-line phone systems, routing calls, and delivering messages to staff and visitors.
- Coordinate communications, financial processing, recordkeeping, and other administrative functions.
- Demonstrate exceptional multitasking abilities while juggling diverse responsibilities, including reception duties and ad-hoc administrative tasks.
- Increased customer satisfaction through professional handling of inquiries and prompt resolution of issues.
- Maintained electronic and paper filing systems for easy information retrieval on SharePoint.
- Reduced administrative errors by diligently proofreading office documents and maintaining accurate records.

Marketing Specialist Intern | Holy Family Catholic Church, Granite City, IL

10/2023- 10/2024

- Boost online engagement by optimizing website content for SEO.
- Conducted competitor analysis and market research during my role as a Marketing Specialist Intern, identifying growth opportunities and positioning the organization better in the market. This strategic approach resulted in greater customer engagement and better marketing outcomes.
- Enhanced customer engagement, utilizing email marketing campaigns and newsletters.
- Increased brand awareness by developing and implementing targeted marketing campaigns.
- Streamlined communication processes, leading to improved collaborations between departments.
- Utilized data analytics to identify trends and fine-tune marketing strategies for optimal outcomes.

Office Associate- Bilingual Spanish | Orthotic & Prosthetic Lab Inc. St. Louis, MO

2019- 2020

- Completed clerical tasks such as filing, copying, and distributing mail.
- Greeted incoming visitors and customers professionally and provided friendly, knowledgeable assistance.
- Handled sensitive information with discretion, ensuring confidentiality and maintaining trust within the office.
- Maintained accurate filing systems, reducing document retrieval times, and enhancing overall organization.
- Responded to inquiries from callers seeking information.

Fulfillment Associate | Amazon, Edwardsville, IL

2017- 2019

- Boosted warehouse efficiency by consistently meeting or exceeding productivity goals and other daily tasks.

- Contributed to a safe work environment; on the safety committee by adhering to safety protocols and promptly addressing potential hazards.
- Demonstrated adaptability by cross-training in multiple job functions within the fulfillment center.
- Volunteered to assist with projects, demonstrating a willingness to learn new tasks and increase my skill levels.

Insurance Agent | American Income Life, Fairview Heights, IL

2017- 2017

- Determined client's needs and financial situations by attending and scheduling fact-finding appointments.
- Educated clients on the importance of adequate insurance coverage, fostering trust and loyalty among the existing client base.
- Efficiently managed policy renewals, ensuring timely processing and accurate coverage updates.
- Facilitated the documentation follow-up for underwriters to allow for timely completion.
- Provided policy details to potential customers specializing in personal liability.
- Responded to customer calls swiftly to resolve issues and answer questions.

Processing Loan Manager | Ignite Capital, Chicago, IL

2014- 2016

- Collaborated with underwriters to ensure accurate evaluation and risk assessment for each loan application, contributing to a lower default rate.
- Enhanced customer service quality by addressing client concerns promptly and providing clear explanations of complex lending terms and processes.
- Optimized inter-departmental collaboration by establishing clear communication channels between the sales team and underwriting staff.
- Reduced loan application processing time by introducing a digital documentation management system.