

## AT A GLANCE

I build systems, workflows, and support structures that make work feel clearer and more manageable for the people doing it. I specialize in simplifying complexity — turning unclear or evolving processes into confident execution. My work blends operational strategy with human-centered enablement, ensuring not only that the system works, but that people understand it and can use it effectively.

Whether I'm designing onboarding flows, documenting workflows, connecting tools, or coaching teams through change, my focus is the same: **Make it easier for people to do their best work.**

## CORE STRENGTHS

Clarifying workflows & translating complexity into simple, repeatable steps  
Designing onboarding frameworks & performance support systems that scale  
Guiding teams through system, tool, and process adoption with confidence  
Facilitating alignment across Operations, HR, Product, Sales & Leadership stakeholders  
Creating documentation, playbooks, tools, and communication rhythms that stick  
Leading with grounded communication, empathy, and steady accountability

## WORK EXPERIENCE

### KELLER WILLIAMS | 150+ LOCAL AGENTS LARGEST FRANCHISE IN THE US

Business Owner / Operator — Top 20% Producer

Promoted through roles: Real Estate Agent → Productivity Coach

- Built onboarding and CRM workflow systems that helped agents manage the full client lifecycle with clarity and predictability.
- Designed playbooks and repeatable process templates to support consistent execution and decision-making.
- Coached individuals and small groups through funnel strategy, performance diagnostics, and operational prioritization.
- Acted as a strategic problem-solving partner, helping people navigate decisions under pressure while maintaining pipeline and client stability.
- Built a high-performing real estate business averaging 16 transactions and \$5.4M in annual volume, leveraging CRM analytics, optimized conversion funnels, and performance tracking to ensure consistent growth in shifting markets.

### EASTMAN CREDIT UNION | 1000+ EMPLOYEES \$9 BILLION IN ASSETS

Business Owner / Operator — Top 20% Producer

Promoted through: Operations Trainer → Business Technology Specialist → eLearning Designer & LMS Lead

- Built structured onboarding and workflow systems that scaled from small-team instruction to repeatable, role-based frameworks supporting all staff, reducing ramp time and improving operational consistency.
- Designed process documentation, certification pathways, and knowledge repositories to reduce dependency on live support and improve clarity across distributed teams.
- Served as the operational point of coordination between Operations, Compliance, HR, and IT, aligning workflows and ensuring consistent execution during organizational growth.
- Managed platform configuration, content systems, and continuous improvement cycles, ensuring information remained accurate, current, and easy to navigate.
- Secured executive approval for a major platform upgrade by building ROI projections, modeling workflow impacts, and outlining the future-state operational benefits.

# LEADERSHIP PHILOSOPHY

Change is a human experience. I lead by creating clarity, offering support, and encouraging steady growth. People deserve to understand not just what to do, but how to do it confidently and *why it matters*.

---

## EDUCATION & CONTINUED PROFESSIONAL DEVELOPMENT

*I'm committed to ongoing learning and professional growth.*

## LICENSES

### TENNESSEE REAL ESTATE LICENSE

*Specialized Designations AHWD (At Home With Diversity), PSA (Pricing Strategy Advisor), GREEN (Sustainability Certification)*

### TENNESSEE LIFE INSURANCE LICENSE

## CERTIFICATIONS

### GOOGLE PROJECT MANAGEMENT PROFESSIONAL CERTIFICATE

### AI-POWERED CUSTOMER SUCCESS SPECIALIZATION

### ATD INSTRUCTIONAL DESIGN CERTIFICATION

### ARTICULATE STORYLINE 360 CERTIFIED

### INTUIT ACADEMY BOOKKEEPING CERTIFICATE

---

## TOOL & TECHNOLOGY

I'm comfortable in most modern workplace systems and genuinely enjoy learning new tools. I tend to pick up software quickly and am often the person others come to when they want to understand how something works in real, day-to-day use. I've worked with CRMs (HubSpot, Salesforce, KW Command), learning platforms (Absorb LMS, Articulate Storyline), workflow and project tools (Trello, Asana, Monday.com), and collaborative suites (Google Workspace and Microsoft Office). I also use tools like ChatGPT to create clarity, draft documentation, and simplify processes. More than knowing the buttons... I help people feel confident using them.

---