**ALICE VO EDWARDS, MBA, PH.D.**

| 3744 Alpine Bypass Ave, North Las Vegas, NV 89081  702-286-9414  [alicevoedwards@gmail.com](mailto:alicevoedwards@gmail.com)  Citizenship: USA | [LinkedIn](http://www.linkedin.com/in/aliceedwards/)  [Personal Blog](http://www.alicevoedwards.com)  [Github](https://github.com/alicevo) |
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Experienced SaaS consultative sales and growth manager (Customer Success Manager / Account Manager / Implementations Coordinator) with more than 6 years experience working with high-value clients at an enterprise level in the technology sector.

Highlight of selected accomplishments:

* @LOLSocial Media, launched 4 celebrity websites, and brought in more than $10,000 per month in ad revenue on client sites, and recommended and oversaw changes in server management to improve web capacity and load bearing when reached more than 10k daily / 1M monthly, including ongoing management of celebrity clients like Zendaya for web and social media management.
* @Madrivo, as first person hired and handling sales, brought in nationally recognized brand name client accounts and managed contracting, implementations, accounting, and reporting for more than $1M gross revenue, and scaled operations from 0-12+ Million in revenue in 2 years including clients such as The Lasik Vision Institute & Consumer Injury Advocates.
* @ Shift4, oversaw the onboarding and implementation of 1000 locations for a new client, Choice Hotels & was awarded employee of the quarter and employee of the year.
* @NowDocs, chosen to lead the internal implementation and training of internal staff on backend programming language change, also nicknamed the “Quote Queen” and beloved of clients such as Tyco, also the organizer of company staff potlucks.
* @LemonAid, led research and product development teams to develop, implement, and oversee a research project demonstrating unmet user needs to recommend improvement of ASU counseling department’s marketing and outreach.
* @GWIS, spearheaded internal research project to evaluate member satisfaction and needs.

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# SKILLS

| * Account-based marketing * Product-led marketing * Client success management * Account management * Needs Assessment and technical documentation including quotes, grants, and RFPs * Detail-oriented Data Analysis including reporting on customer activity and opportunities for growth * Identifying KPIs and metrics that are useful and valuable in supporting client ROI * Organize, prepare and present informative reports on program outcomes and recommendations * Excellent middleman for communicating important information between internal and external stakeholders | * Developing and teaching customers or prospective clients with educational content including SHRM and HRIS Approved Courses * Strategically manage concurrent projects with Strategic goal setting and successful goal achievement * Collaborative, empathetic, strategic management style for team management * Collaboration and community partnerships with public sector, private sector, government, B2B, B2C, and EDU organizations * Contract review and interface between legal and clients | * Can-do, creative, flexible and adaptable problem-solving using Appreciative Inquiry and Agile mindset * Results-oriented mindset * Developing budgetary control and financial management systems and processes * Time management and project management * Innovative problem solver * Piloting, managing, and scaling large projects * Expertise in international customer relationships and collaborative partnerships * Database manipulation, combination, and report creation in systems such as Tableau, Domo, SPSS, and STATA. |
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# SYSTEMS & SOFTWARE

| * CRM/Sales/Collaboration: Asana, AirTable, Basecamp, Monday, SugarCRM, Saleforce, Zoho, Jira * Database manipulation and reporting: SPSS, Domo, Tableau, STATA, Access, SQL * Video software: Skype, Zoom, Bluejeans, Google Meet) * Microsoft Office Suite: Word/Excel/Powerpoint//Teams/OneNote * Image, Graphics, and Document Development: Adobe Publisher/Photoshop/Illustrator, Canva, Online Magazine Flipbooks * Google Docs / Sheets / Excel / Admin / Ads / Analyticator * Social Media Management: Facebook, Twitter, LinkedIn, Hootsuite, SproutSocial, Post Planner, Instagram, ResearchGate * Web Development & Programming: Wordpress, CSS, HTML, C++, Heroku, Wix, Square, No-Code App Development, Github * HR Software: Oracle Peoplesoft, Paychex, Quickbooks * Teaching Software: Blackboard and Google Classrooms, Teachable, Kajabi, Thinkific, Coursera * Financial Software: Quickbooks including Payroll, Zoho, Paychex, and Mint |
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# EDUCATION

**Ph.D. in Industrial & Organizational Psychology**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_2021

Concentration: Research and Evaluation

Walden University, Minneapolis, Minnesota, GPA: 4.0/4.0

*Dissertation Topic: Workplace Social Capital, Neurodiversity and Employee Attitudes and Intentions*

* *Inducted into Psi Chi The International Honor Society in Psychology*
* *Jameson Fellowship, class of 2017*
* *2020 i-Corps Bio-entrepreneurship workshop participant*
* *Recipient of Research & Applications for Social Change Grant (RASCG) and Walden Social Change Fellow*

**Masters in Business Administration**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_2016  
University of Phoenix, Las Vegas, NV, GPA: 3.75/4.0

*Thesis: Proposal and Business Plan For Development of Automated Life Intelligence, Coaching, and Education Software Application*

**Bachelor of Arts Degree, Business Administration**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_2003  
Concentration: Organizational Management

Vanguard University, Costa Mesa, California, GPA: 4.0/4.0

*Graduated Magna Cum Laude*

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# PROFESSIONAL ROLES

\*Denotes a role specific to interacting with enterprise / high value level customers

**\*Consultant** 2017 to Current

**Self-Employed working w/multiple companies**

Multiple clients, organizations & projects, North Las Vegas, NV

3744 Alpine Bypass Ave, North Las Vegas, NV 89081

Support business operations and executives in consultant / trainer / advisory / tech manager / contractor capacity while completing my PhD and research projects. Areas of work include operations, finance, HR, Web/Technical, and research support for multiple clients and partners including subcontracting on government-funded projects.

* Launched 2 mobile apps (Apple and Android)
* Collaborated on and/or was the recipient of 21 grants
* Subcontractor for 1 government contract
* Health Hackathon finalist
* Wrote two NSF approved small business grant preliminary proposals
* Published and/or presented multiple research findings
* High value level customers included universities, government agencies, and a Fortune 500 client

| **Stillpoint Center for Spiritual Direction**  **Business Manager & Event Organizer,** Las Vegas, NV | | 1/17/2016 to 9/30/2017 |
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| **Moveline (Company Closed)**  **Director of People, Controller, Chief Financial Officer, and Shared Services Manager,** Las Vegas, NV | | 2/8/2014 to 12/15/2014 |
| **\*Madrivo Media**  **Operations Manager, Account Executive, and Controller**  Las Vegas, NV   * Prospected, onboarded, sold and managed accounts with clients for email-based advertising. * Review of ads and approval through legal, review of performance and A/B testing, analytics * Implementing and managing projects as interface between clients and mailers. * Prepared monthly and quarterly reports | | 2/2012 - 2/2014 |
| **\*LOL Social Media Group (Company Closed)**  **Account Manager, Office Manager & Project Manager,** Las Vegas, NV   * Served as intermediary between our programming team and celebrity managers to resolve issues with product and customer needs, wants, and budgets using account-based marketing * Rapidly built ad revenue to more than $10k/month with a small portfolio of websites | 7/1/2011 to 2/1/2012 | |
| **Explore Talent (Company Closed)**  **Web Development Department Manager/Project Manager,** Las Vegas, NV | | 10/15/2010 to 6/30/2011 |
| **VST, Inc (Company Closed)**  **Business Manager,**  Renton, WA 98055-5701 | 7/1/2007 to 10/30/2009 | |
| **\*Shift4 Corporation, Inc (SaaS)**  **Project Manager for VP of Customer Service & Implementations,** Las Vegas, NV 89144   * Successfully managed the onboarding of a major client with over 1000 locations in less than 6 months * Primary point of contact for customer success and implementations to bring problems for resolution * Served as interface between multiple departments including implementations, customer service, programmers, security, and accounting departments * Prepared reports and managed meetings | 2/1/2005 to 4/30/2007 | |
| **AmeriCorps VISTA, Fergus County Disaster & Emergency Services AmeriCorps VISTA Volunteer,** Lewistown, Montana | 6/1/2003 to 5/30/2004 | |
| **\*NowDocs (Formerly RxLaser) (SaaS)**  **Implementations & Customer Service/Junior Programmer,** Brea, CA 92821   * Developed deep relationships with external clients to identify needs, provide quotes, and deliver on approved quotes for optimal client satisfaction * Worked cross functionally between internal departments to assist in both client and staff training and customer onboarding and product implementation * Known as the “Quote Queen” for high upsell record * Served as intermediary between our customers and back-end programmers to resolve issues * Remotely accessed client systems to troubleshoot and problem solve as needed | 2/1/2002 to 5/31/2003 | |

| **Mind and Body Connection (Company Closed)**  **Assistant Manager & Massage Therapist,** Costa Mesa, CA 9262 | 6/15/1998 to 1/31/2003 |
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# NOT FOR PROFIT EXPERIENCE

**Graduate Women in Science** 2/22/2018 to 6/2022

**Membership Committee, International Membership Support**

**US President, International Chapter**

PO Box 7, Mullica Hill, NJ 08062

Supervisor: Kayla Chase, chase@gwis.org. 708-921-4743

Within the membership committee, lead research initiatives and international membership growth. Collaborate with other committees and subchapters within GWIS. Conduct outreach and discuss membership considerations with international members to evaluate and improve on international membership and membership support including collaborating with more than 50 international members to obtain feedback on international membership. Produce reports and recommendations for the membership committee and general board to advise on the status of progress, recommended next steps. Support, manage, and recommend international members interested in applying for grants and fellowships. Advise and mentor international members on how to expand and improve local support. Organize discussions around interdisciplinary scientists/members collaborating on research. *\*Proposed and had approved a motion to reduce dues for women in low-income countries\**

**IEEE 7010-2020 Standard for Ethical Artificial Intelligence & Autonomous Systems** 7/1/2017 to 5/2020

**Working Group Member,**  New York, NY 10016-5997

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| **Nevada Coalition for Suicide Prevention Public Awareness Committee Chair**, Las Vegas, NV | 3/5/2018 to 4/30/2019 |
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| **Jumpstart Coalition for Personal Financial Literacy**  **Board Member,** Las Vegas, NV | 1/1/2015 to 12/31/2017 |
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| **Dress for Success**  **Little Black Dress Club Committee,** Las Vegas, NV | 9/1/2012 to 12/31/2017 |
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| **Kingdom of OurRenLand**  **Board Member, Treasurer,** Las Vegas, NV | 1/1/2010 to 4/30/2016 |
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# CERTIFICATIONS & SPECIALTY COURSES

| * i-Corps Bio-Entrepreneurship 2020 Workshop * NIH: Protecting Human Research Participants (2017) * CITI: Multiple Research Certifications * APA: HIPAA Compliance * Gross National Happiness Index Leadership * Certified Life Coach * DRIV (Worthy Leadership) * Employment Law, Las Vegas Fred Pryor Seminar | * Competitive Strategy Course, Ludwig-Maximilians-Universität München (LMU) Munich * Foundations of Business Strategy, Darden School of Business, University of Virginia * Quickbooks Pro * Asana Pro * Cost Accounting for Managers * The Controller’s Workshop |
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# GRANTS AND SCHOLARSHIPS

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2021 16 x Grants received through Riipen Level Up Program, total of $22,400.00 CAD

2020. Walden Research & Applications for Social Change Grant (RASCG) Program.

2020. UWStout. Innovation Fund Grant.

2019. Graduate Women in Science. National Conference Attendee Grant.

2018. Nevada Coalition for Suicide Prevention Grant co-recipient to assist with state SAMHA Grant.

2016-2017. Walden University. Doctoral Student Scholarship.

# RELATED COLLEGE COURSEWORK

| * Organizational Ethics * Human Resources * Foundations for Graduate Study in Psychology * Psychology of Organizational Behavior * Consulting for Organizational Change * Ethics and Standards of Industrial / Organizational Psychology * Research Theory * Psychology of Motivation at Work * Quantitative Reasoning | * Industrial / Organizational Testing and Measurement * Qualitative Reasoning * Personnel Psychology in the Workplace * Survey Research Methods\ * Advanced Quantitative * Advanced Qualitative Reasoning and Analysis * Job Attitudes, Measurement and Change * Accounting for Managers |
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# Want More?

To view a list of other work I’ve done, including academic publications, presentations, videos, books, and more, view the publications page on my personal blog, here: <https://www.alicevoedwards.com/publications>

To view a list of projects I’ve worked on, view the project page on my personal blog, here: <https://www.alicevoedwards.com/projects/>

To view my academic experience teaching adult learners, view the academic experience page on my personal blog, here: <https://www.alicevoedwards.com/academic-experience/>