

Lillie N. Lavado

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Profile

Adaptable professional. Highlights include Salesforce Marketing Cloud implementation and administration; remote international project management; IT educator and consultant; coworking community founder; graphic, digital marketing, UX, website, and database infrastructure design.

Experience

CRM & Communications Manager, University of Maine System, Remote
Oct 2018 – Present

- Agile configuration of higher ed recruitment communications cycles including design and development of digital assets portfolios, comm plans and flows, data integrity and security measures.
- Participate in end-to-end implementation of new CRM with consultants and stakeholders resulting in responsibility of managing all communications for multi-business unit HEDA Salesforce instance and Marketing Cloud with Journey Builder including scope, build-out of all data flows, data extensions, automations, content builder assets and templates, and journeys for two business units.
- User experience design aimed at determining best approach for array of communications to diverse cohorts of recruits
- Evaluation and reconfiguration or development of end user staff tasks and permissioning in Salesforce CRM and Marketing Cloud to improve efficiency and data integrity.
- Analytics evaluations using Marketing Cloud reports, Google analytics, Salesforce reports and Apsona reports, targeted multi-step reporting, etc.
- Troubleshoot enterprise instance of Salesforce HEDA (Higher Ed Data Architecture) and Marketing Cloud with Journey Builder in support of two admissions departments.
- Shadow UMS Salesforce and Marketing Cloud Admin in weekly two-hour work sessions to assist and glean a greater experience and knowledge of CRM, App integrations, and best practices.
- Monitor and manage Jira helpdesk submissions and projects and in collaboration with UMS IT professionals where deemed necessary to accomplish tasks.
- Consult admissions department leadership to advise and devise best approach strategies for array of data-driven recruitment efforts and custom CRM improvements.

Tech Lead / Founder / Educator, HardScrabble Solutions, Presque Isle, ME
Sept 2014 – 2022

- Consultant for projects involving UX design, web development, database configuration and marketing for business, personal, and non-profit clients;
- End-to-end project management including writing code and functionality testing of custom-built websites and e-commerce platforms.
- Campaign development and implementation of digital marketing initiatives for clients and in-house promotions; graphic design; audience targeting; employed guerilla marketing tactics to trim costs.
- Manage all business operations including record keeping, recruitment and leadership of paid team and interns, and classes (KidzCode, KidzCode Robotics, Code like a Mother)
- Established family-friendly coworking startup in downtown location serving as a small business incubator for rural economic initiatives and traditional coworking community members from 2017 – 2019.
- Featured in 2019 entrepreneurship issue of Maine Magazine and networked throughout state and national to identify clients and resources to further business mission.

Pre-Separation Readiness Specialist, Loring Job Corps Center, Limestone, ME
March – Sept 2016

- Taught weeklong workshops including Resume, Work & Career, Microsoft Office & Adobe, Social Media Networking, and Social Media Safety; develop curriculum and lesson plans.
- Provided career and education counseling to disadvantaged youth ages 16-26.
- Documented case notes and participated in targeted case management meetings to identify and address various strengths, needs, and deficiencies in individual performances.

Digital Marketing Manager, Carroll's Auto Sales, Presque Isle, ME

July 2015 – Feb 2016

- Analyzed digital marketing presence compared to regional and national trends; made recommendations for improvements; implemented marketing initiatives;
- maintained website; photography, graphic design, copy development and editing, advertisement design for various media including television, radio, newspaper, web ads, and social media

Virtual Event Coordinator (*Grad Intern*), International Association of Peace Messenger Cities, Remote

April – Nov 2012

- End-to-end project manager of live international simulcast; managed logistics of twelve municipalities, multiple time zones; budgeted at minimal cost; used diversity and cultural sensitivity

Marketing Specialist, L&S Realty, Killeen, TX

June – Nov 2010

- Designed and implemented revised marketing and communications strategy incorporating print and digital media and stringent organizational policies to boost proficiency, prevent redundant processes, and boost overall sales for the company
- Maintained company website; Coordinated social media profiles; Photographed all properties to capture optimal marketing images; Researched and wrote useful industry articles for new company blog

Volunteerism

Disaster Recovery Services, American Red Cross, 2021 – Present

Secretary, UMPSA Unit, University of Maine System, 2019 – Present

Board Member, Mainely Girls, Executive Board, 2021 – 2022

Candidate, Maine House of Representatives, 2020

IDP Class Secretary, Alumni Relations, Trinity College, July 2010 – 2020

Digital Literacy Instructor, AmeriCorps, 2018 – 2019

Board Member, Aroostook Partners in the Arts, 2018 – 2019

Troop Leader, Girl Scouts of Maine, 2017 – 2018

Web Developer, Wintergreen Community Arts Center, 2013

Education

Master of Science, *Computer Information Systems*, University of Maine – in Pursuit

Master of Science, *UX (User Experience) Design*, Quinnipiac University – 18 credits

Bachelor of Arts, *International Studies with Arabic Minor*, Trinity College, May 2010

Associate of Science, *Communication Media*, Capital Community College, May 2007

Professional Development

Certified Salesforce Administrator, Pending Sep 2022 exam

Certified Salesforce Marketing Cloud Administrator, Pending Aug 2022 exam

Salesforce Marketing Cloud 202, Apr 2021

Salesforce Marketing Cloud 101, Feb 2021

ACRES, Maine Math & Science Alliance (MMSA), Multiple sessions 2017 – 2019

Venturing Forth, New Ventures Maine, University of Maine, Aug – Dec 2017

Young Professionals Institute (YPI-9), University of Maine at Presque Isle, Mar – Apr 2016

Technical Skills

Programming: HTML; CSS; PHP; Java; JavaScript; Bootstrap; FTP; API; MySQL; AMPScript; Dreamweaver; FileZilla; WordPress; Joomla; WIX; BlueHost; BANNER; Drupal; Python; Informatica; Apsara; Stackflow; Slack; IONOS; Brightspace; Blackboard; Jira; Valentina Studio; PeopleSoft; etc.

User Experience/Interface Design (UX/UI): Axure; Balsamiq; POP Apps; Audits; Analysis; Personas; Wireframes; Illustrator; Interviews; Surveys; Statistical Analysis; etc.

Video Production: TV Studio experience Camera Operation; Lighting; Teleprompter; Microphones, Switcher; Mixer; VTR; Final Cut; iMovie; Premier; Wax; Camastia; Screencastomatic; Vimeo; GoToMeeting; YouTube; Facebook; Zoom; etc.

Photography: Digital/Manual Digital; Manual 35mm; Adobe; Darkroom; Adobe Creative Suite; Photoshop; etc.

Digital Marketing: Salesforce; TargetX; Conga; Form Assembly; Linvio; FormTitan; Constant Contact; Survey Monkey; Google Analytics; Facebook; Twitter; Instagram; TikTok; Twitch; Calendly; Adobe Creative Suite; Canva; Canto; Kaltura; AMPScript; Journey Builder; Marketing Cloud; Automation Studio; Content Studio; Einstein Analytics; Pardot; etc.

References & Portfolio

Available upon request.