

Alison James

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Professional Skills and Development

- Carew International, Dimensions of Professional Selling Training Course
- Project Management Professional preparation courses through Learn Smart
- Training in SAP/ERP, Salesforce CRM, SEO Optimization, data mapping programs, and Microsoft Office products

Relevant Experience

Area Health Education Center (AHEC), Grand Rapids, MI

December 2021 - Present

Office Manager

- Worked with College of Health and Human Services, Extended University Programs Beltline and Benton Harbor, and Information Technology to organize six National Health Service Corps presentations that had over 100 participants
- Explored the addition of a Customer Relationship Manager position, then implemented it for the program as a way to track program and participant results over time
- Analyzed secondary data for a 19-county region of Michigan to find areas where the AHEC services would be most effective or needed—the results led to the three counties that will pilot our pipeline programs
- Coordinated communications between AHEC and its constituents, including Community Advisory Board members, community contacts, Western Michigan University (WMU) contacts, and the HRSA grant fiduciary
- Developed marketing materials including website design, informational flyers, and emails for programs that have led to increased participation in AHEC events
- Assisted with identifying possible programs, program sites, and potential collaborators, such as Innovation Central High School in Grand Rapids, where AHEC will implement a mentoring program
- Creation and administration of Community Advisory Board meetings, which have led to further development of a strategic plan and long-term sustainability plan for AHEC
- Trained AHEC staff members on WMU policies and procedures
- Participated in budget administration through budget projections, development, and budget monitoring from the GLOW system

Valpak of West Michigan, Grand Rapids, MI

July 2020 - December 2021

General Manager

- Created and managed paper advertisements for three sales reps that included the order entry and three-step proofing process for up to 110 individual ads per mailing
- Created and managed online business partner pages that typically included between 100-125 live online pages at any time and utilized SEO optimization practices
- Used Central Information Systems to create the most optimal mailing routes for 16 NTAs
- Processed payroll biweekly and tabulated each sales rep's commission monthly
- Prepared an information hub for new Valpak products and employment benefits
- Operated the invoicing system including biweekly statements and monthly invoicing for clients, payment processing, and delinquent payment operations
- Provided oversight and evaluation of office materials that included ordering supplies, working with the corporate office for West Michigan specific products, equipment maintenance, and equipment and software research
- Communicated directly with other franchises to coordinate large interfranchise sales

Relevant Experience (cont.)

Garland Lodge & Resort, Lewiston, MI

May 2019 - July 2020

Corporate and Leisure Sales Manager

- Procured new leisure outings and corporate events through leads and own contacts
- Oversaw groups of 12 to 40 participants that included lodging, golf, spa, and dining requirements
- Worked with approximately 45 groups per year, averaging sales revenue of up to \$10,000 each
- Attended shows in Grand Rapids, MI; London, ON; Toronto, ON; and Toledo, OH, engaging show patrons, creating relationships to become potential leads, and securing new business
- Acted as Lead Sales Manager at Grand Rapids Golf Show, coordinated roles for the seven employees working the Garland Booth and created booth display and advertisement

Education

Grand Valley State University, Grand Rapids, MI

December 2023

Master of Business Administration

- Studied procurement, logistics, and supply chain
- Developed simulated business using Capism
- Tested and marketed midrange product that forecasted profitability over 10 years
- Ran over 100 scenarios using SAP to match contracts with invoices, transport raw supplies to distribution and order products

Central Michigan University, Mount Pleasant, MI

December 2018

Bachelor of Arts in Marketing

- Entrepreneurship
- Commercial recreation, parks and leisure services administration
- Business courses

Community Involvement and Leadership

- Oakland County Parks and Recreation, Marketing Intern
- CMU Athletic Development Fund, Student Coordinator
- Junior League of Grand Rapids
- Gilda's Club LaughFest
- Innovation Central High School Student to Professional Mentoring Program

References

Amy Reference

Associate Director, Campus Recreation

Grand Valley State University

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Victoria Supervisor

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