

BREE S. MAHLUM

(206) 226-9784 | bree@breezinalong.com

PROFILE

Highly skilled in balancing the needs and interests of management, sales, finance, and product teams with a record of planning and coordinating large-scale projects, consistently delivering projects on time and achieving SLA expectations. Recognized with corporate awards for exceptional customer service. Highly-adaptable, talented in managing priorities and assuming diverse responsibilities. Analytical, creative, and organized.

PROFESSIONAL EXPERIENCE

SHUTTERSTOCK, INC, New York, NY

Manager of Sales Operations (11/2012 – 8/2014)

Created efficient processes and workflows that allowed my team to discover customer issues, react quickly, and iterate feature improvements, which enabled enterprise sales to surpass 100% growth in two straight years. Improved inter-department relationships and decreased lag time for workflow improvement across multiple teams including BI, Product, IT, Finance and Legal.

- **Created** Sales Reporting suite from the ground up used by 40+ people including the VP of Sales.
 - 30+ on-demand dynamic and auto-emailed reports.
 - Designed, prototyped, and developed multiple dashboards providing insight into daily sales metrics and forecasting against goals.
 - Directed and defined logic for a custom data Cube using SQL Server.
- **Stakeholder** worked with various scrum development teams to improve the Shutterstock Premier product. Wrote user stories, helped prioritize the backlog, and attended Sprint Planning & Backlog Maintenance meetings.
- **Managed expectations** and influence others not in my reporting line to complete projects on-time.
- **Championed** multiple projects to reduce manual data entry and increase accuracy of accounts/sales needs with new documentation, strong process, ongoing support.
- **Trained** new staff in sales operations and product knowledge, and worked with all new AMs to decrease ramp up time.
- **Directed** Salesforce Administrator to create new reports, dashboards, and request workflows.
 - Championed “Keep Salesforce Clean” initiative to keep all data organized and accurate for accounts, contacts, and opportunities.

Account Manager (2/2012 – 11/2012)

Supported 4 AE's in the US by setting up all accounts, responding to customer requests, creating usage reports, creating all customer invoices, troubleshooting issues, completing image research requests, and provided day to day support, making sure all customer needs were met.

- **Subject matter expert** of Shutterstock Premier product, from understanding customer, developer, and salesperson viewpoints. Worked with multiple teams to enhance and streamline our offering.
- **Guided** creation of all marketing needs by creating one sheets, presentations, FAQs, and other promotional material using Adobe/Powerpoint/Keynote or by directing marketing team. Managed promotional giveaway budget, ordering, and inventory.
- **Communicated** company product offering, new technologies, policies and procedures to customers.
- **Created** weekly and monthly reporting for Sales team and customers.
- **Promoted** to Manager of Sales Operations in 10 months.

TRAVELOCITY, New York, NY

Media Inventory Coordinator, Advertising Operations Team (4/2011 – 12/2011)

Managed impression-based advertising inventory within Travelocity family of websites for the Ad Sales team. Responded to issues by diagnosing problem and presenting solutions. (Left company when New York office was closed due to corporate relocation to Texas.)

- **Improved** campaign delivery by consistently beating service level agreements.
- **Increased** campaign efficiency through improved reporting and analytics.

- **Trained** new hires in inventory management, insertion order creation, and third party billing.
- **Created** training documentation on how to pull impression/click delivery reports.

EXPEDIA, INC., Bellevue, WA

Media Producer (6/2008 - 11/2010)

Optimized customer experience by illustrating localized maps, enhancing hotel photos and virtual tours with Photoshop and ensuring quality using Bridge. Tracked, licensed, and repurposed stock images used company-wide, involving extensive research for ideal images. Supported internal and external customers.

- **Created** logo repository and usage tracking process, ensuring consistent brand representation for all Expedia, Inc. entities.
- **Consistently surpassed** SLA expectations, which contributed to increased marketshare.
- **Streamlined** manual processes resulting in reduced turnaround time to publish hotel photos on the Expedia, Inc. family of websites.
- **Expedited** deployment of Getty Images Media Manager Web tool to internal Expedia, Inc. customers, achieving on time project delivery and budgetary objectives.
- **Earned** "Customer Focus" award for re-design of stock image invoice process.
- **Innovated and built** process that efficiently produced and deployed Virtual Tour maps.

VERDIEM CORPORATION, Seattle, WA

Designer/Analyst (6/2006 - 4/2008) | **Sales and Marketing Assistant** (3/2005 - 6/2006)

Provided wide range of support to Sales and Marketing teams, including creation of datasheet layout, direct mail campaigns, web and print ads, posters, and other materials using Adobe CS. Facilitated customer energy savings by studying customer databases, creating custom tools to view databases, and building reports to analyze and illustrate usage. Increased efficiency and professionalism of messaging by designing HTML email templates for email and Salesforce.com.

EDUCATION

SCRUM ALLIANCE, New York, NY (2014)

- ▶ Certified Scrum Product Owner (CSPO)

UNIVERSITY OF WASHINGTON, Seattle, WA (2005)

Bachelors of Art: Communications

- ▶ Minor: Art History

LAKE WASHINGTON TECHNICAL COLLEGE, Kirkland, WA (2007)

Certificate: Computer Graphics

- ▶ 4.0 GPA, Presidents List all quarters, Member of Phi Theta Kappa (honors assoc.)

CERTIFICATES & AWARDS

Shutterstock, Hackathon – Winning Team – Employee Value Category (July 2013)

Nominee, Customer Focus Award and Lifesaver Award, Expedia, Inc. (2010)

Q4 and Yearly Customer Focus Award Winner, Expedia, Inc. (2008)

CORE COMPETENCIES

Process Development and Implementation, Dashboard and Report Creation, Agile Development, Project Leadership, Customer Service, Training and Documentation, Photo Editing, Image Library Management (DAMs), Image & Video Stock Licensing

COMPUTER SKILLS

Microsoft Office (Advanced Excel and Powerpoint), Adobe Creative Suite, Rally, Trello, SQL Server, Microsoft Reporting Services, FatTail, DoubleClick, MediaMind, Mediaplex, Tumri, HTML, CSS