Fanessa Hilaire

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EDUCATION

Boca Code Boot Camp   **Boca Raton, FL**
Software Engineering
Florida Atlantic University   **Boca Raton, FL**
Bachelor of General Studies in Marketing Management

SKILLS

Technical Skills
Programming Languages: JavaScript | Typescript | Python | C# | HTML | CSS
Technologies: React | React Native | Electron | Unity | AWS | Express | Git | Tailwind|Tableau

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WORK EXPERIENCE

2U   **Boca Raton, FL**
Product Evangelist   May 2022-Sept 2022
- Collaborated with Product Managers to analyze product success by leveraging tableau, google analytics, and amplitude
- Created different workflows for sales department to utilize newly implemented products by leveraging past leadership and sales experience
- Collaborated,created and presented product roadmaps to company wide stakeholders
- Produced & collaborated with stakeholders on company wide weekly newsletter that communicated all current external and internal product updates
- Managed knowledge base of 100+ resources , improving employee onboarding and reduced time of students to enroll by 10%

2U   **Boca Raton, FL**
Admissions Manager   Aug. 2019 - May 2022
- Oversaw a portfolio of 10 university partners, 16 cohorts, and 16 remote admissions advisors for data analytics/visualization bootcamp programs across the US, achieving $11M+ in annual revenue, 2%+ increase in student enrollment conversion rate
- Developed monitoring of project status throughout the lifecycle to 20+ stakeholders and partners regarding budget forecasts, resource planning, and scheduling.
- Analyzed financial/operational performance metrics to make decisions with senior leadership/stakeholders on new strategic education initiatives, and program roadmap.
- Led weekly performance evaluations on potential roadblocks, resolutions, and market research on changing trends in university markets.
- Launched employee plans to manage/retain organization talent and improve leadership strength, contributing to advisor skill sets growth

2U   **Boca Raton, FL**
Admissions Advisor Team Lead   Aug. 2017 – Aug. 2019
- Led daily education operations by working cross-functionally with managers, advisors, and data analysts to exceed cohort goals, improve operations, and resolve cohorts with need for attention.
- Evaluated prospective students qualifications based on academic needs, motivation, qualifications and the level of commitment based on interviews and assessments.
- Managed student relationships by guiding them through career choices, educational options and enrollment procedures.
- Managed student progress throughout the enrollment cycle by utilizing Sales tools.

Walgreens   **Deerfield, FL**
Community Management Trainee   June. 2016 – Aug. 2017
- Implemented promotion strategies, maintained budgetary guidelines, and cost control strategies to drive business growth, and minimize waste by tracking expenses.
- Optimized floor coverage by managing schedules and assignments based on understanding team member strengths and areas of preferred growth, identifying issues impacting the store.
- Assisted in overall day-to-day store operations including training of store associates, and mentoring them on upsell/cross-sell strategies to drive sales and achieve performance targets.
- Led personnel policies, procedures, and individual/shift sales, providing daily shift floor coverage.

Enterprise Rent-A-Car   **Coral Springs, FL**
Management Trainee   June. 2015 – May. 2016
- Managed overall used car sales cycle from product introductions, insurance coverage, insights delivery, and conflict management using sales reports to measure sales performance.
- Managed branch financials to maintain revenue and control costs, developing understanding of the branch's overall profit and loss performance.
- Maintained vehicle fleet maintenance logistics, driving services, and cross-branch procurements along with administrative tasks.
- Cultivated relationships with customers to achieve sales objectives and exceed customer expectations through communication, negotiation, and working with colleagues.
- Increased customer satisfaction (ESQI) score to 20% within the first three months of employment.