

**MARKETING & SALES - BUSINESS DEVELOPMENT - MANAGEMENT
EVENT PLANNING - LOGISTICS - CUSTOMER SERVICE - ADMINISTRATION**

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CAREER PROFILE

Outstanding results have constantly come from providing training and product knowledge to my staff, utilizing educational events, promotions, merchandising, and unique clinic management. Utilizing a unique combination of business management experience, coupled with a background in education. An enthusiastic, creative, and passionate manager with a portfolio of achievements including increasing revenue, driving profit improvements and improving brand awareness. Broad-based background encompasses a demonstrated commitment to organizational objectives. Proactive manager, team builder and tactical planner with ability to hire, train and motivate top performers. Work well within a team, handling multiple tasks, identifying and swiftly solving problems. Strong computer proficiency skills, including managing membership and sponsor information in large databases. Experienced recruiting, training and delegating assigned tasks to a workforce of volunteers and event supporters.

CORE COMPETENCIES & SKILL AREAS

Venue Selection | Innovation | Public Relations | Time Management | Social Skills & Awareness | Group Workshops
Employee Motivation | Membership Management | Client Relationships | Complaint Resolution | Public Speaking
Equipment Hire | Customer Relationships | Learning Strategies | Visual Aid Creation | Multitasking
Performance Assessment | Training & Mentoring | Budgeting & Forecasting | Sponsorship Negotiation
Marketing Strategies | Business Development | Human Resource Management

CAREER PROGRESSION

CLINIC ADMINISTRATOR

Massage Envy West Plano, West Plano, TX (www.massageenvy.com)

2009 - 2011

Major Achievements Included:

Challenged with poor staff morale and the need to engage new staff to build a cohesive team, I rebuilt the entire team in a six month period by hiring therapists and exceptional front office sales staff, leading to a unified team environment, reliable operations, increased membership sales, and increased client satisfaction.

- Managed daily operations of the clinic, liaising with owner in setting membership and retail sales goals.
- Performed all human resource functions for sales associates and massage therapists including interviewing, hiring, training, disciplining and terminating.
- Trained, monitored and coached sales associates to achieve all membership and retail sales goals.
- Ensured all operations in full compliance with health and safety codes, monitored and enforced workplace safety.
- Determined suitable layouts and themes for events, and developed strategic plans to ensure cost of events remained under budget.
- Created and maintained staff and therapist work schedules.
- Planned and implemented external events at locations such as, Women's Heart Hospital, Dr Pepper Corporate Offices, Chevrolet Dallas, and FC Dallas Soccer.
- Implemented opportunities for managing operational costs and boosting the bottom line, through control of ongoing service and product margin analysis to ensure profitability.
- Developed clinic's marketing strategy ensuring a consistent image was portrayed, and created ongoing in-house promotions and activities to stimulate sales, staff and customers.
- Monitored customer satisfaction with surveys, focus groups, comment cards, and developed a credible, competitive, value-plus service to the customer.
- Created collateral materials like pamphlets and brochures as well as designed sponsorship booths.
- Trained new and existing staff prior to events so all operations executed smoothly and as per guidelines.
- Held regular staff meetings to keep staff up to date on all aspects of the clinic's operation.

ASSISTANT PRINCIPAL

Crestwood Edison Elementary School, Las Vegas, NV (www.edisonlearning.com)

2007-2009

Major Achievements Included: Following implementation of Edison Curriculum Design model for student success, coached and guided formerly non-compliant staff during weekly development trainings, ensuring teachers implemented the design as it should be, leading to increased student success.

- Utilized core value program to generate accountability for teachers and students following irresponsible student behavior which was receiving little or no teacher follow through.
- Increased parent participation 100% during discipline conferences and quarterly learning contract times by sending students home from school if their parents did not attend conferences or contracts.
- Mobilized committees to facilitate the planning of volunteer teams to ensure support for successful events.

ENGLISH LANGUAGE LEARNER SPECIALIST

Curriculum & Professional Development Center, ELLP Department, Las Vegas, NV

May - Oct 2005

Major Achievements Included: Due to teachers in the East Region of CCSD not fully implementing the SIOP/HQSI model of instruction I went to various schools - Elem. Mid. & High - to provide training and coaching during staff development days, resulting in teachers better able to understand the needs of English language learners, and implement the model.

EDUCATOR

Ann T. Lynch Edison Elementary School, Las Vegas, NV

2002 - 2007

English Language Learner Facilitator	2004-2005 / 2006-2007	World Language Instructor	2005-2006
Literacy Specialist	2003-2004	Second Grade Teacher	2002-2003

Major Achievements Included: With a majority of students reading below grade level, worked with administration and leadership team to set appropriate ability level grouping of students, and full implementation of the Success for All reading program. The result clearly showed reading levels moved much quicker because they were in smaller groups which provided individualized instruction.

- Directed the planning and execution of fundraising and corporate events in urban communities, and recruited, trained, delegated, coached, motivated and evaluated the performance of volunteers for all events.

Other Employment

1999 - 2002

DEPARTMENT MANAGER	Barnes & Noble Bookstore, Warwick, RI
SUBSTITUTE TEACHER	Coventry School District, Coventry, RI
OFFICE MANAGER/SALESPERSON/APPRaiser	Stevens Oriental Rugs, East Greenwich, RI

PROFESSIONAL LEADERSHIP EXPERIENCE

Completed 2-Year CCSD Initial Leadership In-Service Training - 20 classes (while working and attending school)
 2007 – 2009: Discipline Coordinator, Crisis Response Team Leader, Data Analysis Guidance Specialist
 2006 – 2007: School Improvement Team, Title I Parent Workshop Facilitator, Staff Recognition Committee Member
 2004 – 2006: University of Phoenix Instructor, Title I Coordinator, Literacy Department Chairperson

PROFESSIONAL ORGANIZATIONS

National Association for School Administrators (NASA), Phi Delta Kappa (PDK), Alpha Omicron Pi
 The Junior League of Dallas (JLD)
 BNI Dallas

EDUCATION

Masters of Leadership and Administration, M.Ed. University of Nevada, Las Vegas, NV
 University of Nevada Las Vegas/Clark County School District, (UNLV/CCSD) Collaborative Cohort X
Master of Arts in Education, M.Ed. Northern Arizona University, Flagstaff, AZ
Bachelor of Science in Education, B.S. Northern Arizona University, Flagstaff, AZ Bachelor of Science in Education
TESL University of Phoenix, Las Vegas, NV. Teaching English as a Second Language Endorsement Program