



MICHELLE FILLER

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Summary

Flexible, adaptable, focused, and collaborative team player with expertise in relationship-building, customer success, account management, client onboarding, sales, and communication with strong organizational and time management skills. Knowledgeable in CRM tools such as Salesforce, project management tools (Jira and Asana), Microsoft Office, and Adobe Creative Suite.

Skills

- Networking and Partnership Development
- Customer Relationship Management
- Willingness to Learn
- Social Perceptiveness
- Remote Conferencing and Communication
- Project Management
- Adaptability & Flexibility
- Training Development and Execution
- Relationship Building
- Creative Problem Solver
- Website Creation
- Time Management
- Workflow Optimization

Experience

ResortPass | Remote
Onboarding Manager
03/2021 - 10/2023

- Manage the end-to-end onboarding process for new hotel partners
- Build partners' pages for the ResortPass marketplace to generate the highest potential for sales and revenue
- Train hotel partners on our system and how to manage pricing and availability
- Strategize ways to increase sales and demand through other products, events, promotions, and more
- Manage the development process of creating branded micro-sites for hotel partners to offer products such as cabanas to their overnight guests
- Continuously optimize various parts of the onboarding structure and processes with the goal of increasing the number of hotels onboarded per month
- Liaise between hotel partners and the product team to collect feedback to improve the user experience for partners and customers

Expedia Group | San Francisco, CA
Market Associate (Account Coordinator)
01/2020 - 10/2020

- Supported the Northern California & Coastal West teams by securing competitive rates and inventory from hotel partners.
- Developed and sustained strategic partnerships with a portfolio of 60+ clients in the Alaska Market Region.
- Successfully pitched Expedia's Revive & Relief program to key partners in the Alaska territory and helped them to significantly increase revenue during the Covid 19 Pandemic
- Optimized hotels' performance by consulting with them about revenue management strategies, leveraging data reports, competitive set and market trends, to help them grow their business as well as incremental revenue for Expedia.

Clif Bar | Emeryville, CA
ECommerce Digital Asset Coordinator
10/2018 - 07/2019

- Achieved revenue, occupancy, and market share growth goals by securing exclusive promotional offerings from hotel partners
- Assisted clients with our partner facing user interface, and educated them about our platform, services, and promotional tools.
- Collaborated with the ecommerce team on all of their administrative and creative needs.
- Audited all e-retail sites, created image bundles for online photo carousels, gathered copy and nutritional information for products, and updated content for retailers.
- Designed banners, ads, and promotional graphics to be used on retail sites & emails
- Created tracking documents & new processes for the eCommerce team to keep tabs on the status of all e-retailer image updates.

Various Clients | San Francisco Bay Area, CA
Freelance Graphic Designer
10/2015 - 07/2019

- Print (catalog, brochure, packaging design) and digital (email, social media, website, presentation, and animated banner ad design) for the following clients: Walmart/Sam's Club, Sufferfest Beer Co, Cloudflare, Fitness SF, Title Nine, Madison Reed, Nice & Company Ad Agency, Banana, Republic, and SFJAZZ

Nordstrom Corporation | Seattle, WA
Print & Digital Asset Producer
07/2015 - 05/2016

- Created templates and proofs for print & digital campaign collateral
- Moved projects through their production schedules in a timely manner
- Released finished files to printers for production
- Sliced and prepared digital files for web development
- Prioritized workload to achieve maximum output and meet internal campaign deadlines
- Collaborated with designers & copywriters to make sure we delivered print and digital assets that were effective and consistent with Nordstrom's brand messaging and mission

Education and Training

Washington State University | Pullman, WA
Bachelor of Arts in Communication, Advertising & Marketing Emphasis
05/2014

- Minor in Business

Certifications

- The Fundamentals of Revenue Management (Coursera, 2020)

Hobbies

- Hiking & Mountain Biking
- Embroidery
- Ballroom Dancing
- Cooking
- Traveling