

## ANDRÉA K. GRIFFIN

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### PROFESSIONAL SUMMARY

Account Manager and U.S. Army Veteran with 15+ years of proven experience in Client Portfolio Management. Generated measurable results while consulting over 1K clients on event planning in a dynamic, fast - paced environment. Possess a comprehensive background in Public Relations and Strategic Planning derived from owning and operating two small businesses simultaneously for eight years. Managed risk upon multiple lines to protect accounts and budgets valued at \$250K while meeting the expectations of senior leadership. Possess extensive knowledge in Account Automation, Project Management, and Technology Solutions. Career supported by a Bachelor of Science Degree in Human Services.

- Account Management
- Team Facilitation
- Business Administration
- Public Speaking
- Financial Forecasting
- Process Improvement
- Community Engagement
- Organizational Development
- Microsoft Office Suite

### PROFESSIONAL EXPERIENCE

#### Health Dimensions – San Diego, CA Account Manager & Event Coordinator

2015 – 2016

- Managed and established new corporate relationships to help grow corporate clientele to above \$100k in revenue, which engaged high – demand clients
- Liaised with corporate Human Resource clients and Executive Officers to establish event coordination timeline and customized details
- Developed sales strategies, initial client assessments, email correspondence templates, and company marketing material to cultivate an increase in prospective clients
- Designed, edited, and distributed bi-monthly promotional marketing material based on contemporary market research
- Proficiently used Excel to compile and track invitee and attendee lists including compiling data within an automated account database called ACT

#### Nonprofit Sanctuary of Grand Cayman – Cayman Islands Ministry Director

2012 – 2015

- Improved overall management and visibility of the Marriage/Hospitality Ministries by streamlining the cost of events by 50% and collaborating with other churches in the region
- Developed and administered a survey using SurveyMonkey to establish the necessity for the Marriage Ministry; compiled results and implemented models of strategic plans of action, which became the catalyst for the ministry
- Orchestrated all event planning and coordination for the Hospitality/Marriage Ministry in addition to other ministries at Church of God Chapel in Grand Cayman, Cayman Islands an excess of 1K participants and guests
- Facilitated pre-marital/marital counseling for 30 clients, while developing and presenting the materials used for the annual marriage ministry seminar three consecutive years

#### Kennesaw State University – Kennesaw, GA Student Liaison

2009 – 2012

- Supported the Assistant Director and five other staff members of the Adult Learners Program (ALP) to address inquiries regarding the services provided by the ALP which also included peer mentoring and advisement to 200+ students and their families
- Assisted with the development and implementation of leadership / personal development and college-wide programs for non – traditional students
- Advised, planned, and implemented the Student Veteran’s Organization (SVO) in 2010 at Kennesaw State University for 200 student veterans by providing a platform of peer support/mentoring and other resources; recognized by KSU and received an award for successfully matriculating the SVO program
- Created a contact database with other universities in the Southeast region with active Student Veteran Organizations in order to collaborate events and resources
- Served on the University Student Activities and Budget Advisory Committee with a \$250K budget; operated with zero additional expenditures above the forecasted allotments by allocating resources within the department

**Celebrated Events – Smyrna, GA**

2002 – 2012

**Principal Owner & Operator**

- Managed contracted employees, event calendars, project timelines, and event budgets of more than \$50K for corporate customers such as; America Online, Sterling, VA, Hair Club for Men/Women, Atlanta, GA and various other corporate/private events
- Developed and mentored 10 junior employees; focused on improving the overall competency and strength of the organization
- Led a portfolio of 100 complex customer – centric projects while establishing metrics to measure business objective success; demonstrated success with a steady increase of revenue by 10% per fiscal year

**Extraordinary Hair Care – Smyrna, GA**

2004 – 2012

**Business Owner & Stylist**

- Designed a business plan, procured financial investments, and acquired a rotating 50 member clientele base, which generated a \$360K net profit, derived from over 8,500 sales
- Developed marketing strategies, targeting multi – faceted markets to include property managers, pre – employment managers, and personal consumers, resulting in 100% satisfaction scores
- Accounted for all staffing matters and the training of 5 new personnel on daily report procedures to ensure all products and services were standardized and completed with exceptional service
- Cultivated a dynamic customer experience by specialized in industry standards and non – surgical hair replacement solutions
- Operated the successful business from inception, sustainment, and resale stages; sold organization for a profit in 2012

**PRIOR EMPLOYMENT HISTORY**

America Online, AOL | Administrative Assistant | Dulles, VA  
United States Army | Team Leader | Various Locations

**EDUCATION**

**Bachelor of Science** | Human Services & Sociology | Criminal Justice Emphasis  
Kennesaw State University | Kennesaw GA | 2012

**TECHNICAL SKILLS**

**Software:** Microsoft Office, SharePoint  
**Operating Systems:** Mac / Microsoft Windows