



# SHANNON FORD

## WORK BACKGROUND

### ACCOUNT SUCCESS MANAGER

EDUCATION ADVANCED, 2023

- Provide support and training to help customers successfully implement software
- Deliver virtual academies to instruct and assist customers with product knowledge
- Act as an educational consultant to troubleshoot and provide solutions for master schedule and staffing issues
- Coordinate implementation process with district leadership

### ACCOUNT DEVELOPMENT MANAGER

EDUCATION ADAVANCED, 2021

- Used market knowledge to help potential clients understand product value
- Utilized Salesforce and Salesloft to source, manage and connect with future clients
- Developed strategies to effectively target and market to specific personas

### JUNIOR HIGH SCHOOL COUNSELOR

RANCHO PICO JR HIGH, 2011-2021

- Campus test coordinator for state testing (CAASPP)
- Worked extensively with stakeholders to resolve concerns, troubleshoot, and coordinate resources for student success
- Coordinated with administration to adjust, balance, and create master schedule

### HIGH SCHOOL COUNSELOR

GOLDEN VALLEY HIGH SCHOOL, 2008-2011

- AP test coordinator
- Assisted students with college planning and college applications. Guided students in creation of digital academic portfolio
- Entered course requests, balanced classes, and worked with students to ensure a schedule that met educational goals

## SKILLS

Clear and effective communicator

Collaborates well with others

Learns new concepts quickly

Performs well under pressure

Action and results oriented

Exceptional problem-solver

Microsoft Office Suite and Google

Workspace Proficient

## EDUCATIONAL BACKGROUND

University of La Verne

MS School Counseling 2003

PPS Credential 2003

California State University

Bakersfield

BA English, Psychology Minor

1998