

ISABEL HARVEY

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Field Marketing Manager with 4+ years of experience in customer relationship management, events management and e-commerce management, honed over a multifaceted career. Drove an 800% sales increase within six months through insightful market research and effective social media strategies, demonstrating a keen ability to enhance brand awareness and customer engagement. Organized and managed large-scale events at WeWork, achieving high attendee satisfaction and a notable NPS score of 79, reflecting skills in regional event planning and execution. Educational foundation with a Bachelor's in International Hospitality Management and a Certificate in Product Design.

SKILLS & COMPETENCIES

- Event Management
- Brand Awareness & Consistency
- KPIs Monitoring & Assessment
- Customer Relationship Management
- Market & Competitor Analysis
- Customer Engagement
- Market Research
- Budget Management
- Digital Content Creation
- Marketing Strategy
- Looker, Figma, Gong, Zendesk
- Gainsight (CRM) | Salesforce

PROFESSIONAL EXPERIENCE

Customer Success Manager

09/2021 – 09/2023

VTS, Toronto, ON

- Owned relationships with 5 key accounts, guiding them through their strategic planning, goal setting and all things involving the product to provide maximum value.
- **Surpassed adoption target of 30%** for my largest client within two months of product launch by running various product launch events, in person activations and implementing email and print marketing initiatives.
- **Participated in events hosting 800+ guests to promote clients' apps** and conduct demos while establishing and maintaining productive customer relationships.
- **Improved overall adoption rates by 200%** and **engagement levels by 300%** by tailoring and executing competitive customer engagement strategies, **hosting 20+ discovery sessions with five clients** over one year to deep dive into customer goals.
- **Assisted multiple clients with organizing a total of 10+ events per year**, including in-app giveaways, in-app gamification, and tenant appreciation events, facilitating content calendar creation for clients' applications.
- Increased app downloads for clients by conferring new features with users and leading in-person training and brainstorming sessions to educate customers, and coordinating product launches.
- **Yielded 100% renewal rates by delivering exceptional services** and determining new product features, **nurturing strong relationships with director and VP-level stakeholders**.
- Improved tenant satisfaction and resource allocation by assisting customers with quarterly/annual tenant program planning, facilitating budget creation, and offering insights into tenant preferences.
- **Elevated customer satisfaction scores and team efficiency by 15%** and **reduced support tickets by 20%** by **drafting playbooks and scalable resources** and collaborating with product marketing and education teams.

Founder

12/2020 – 09/2023

Woofin, Toronto, ON

- Realized an **800%+ increase in sales within six months of launch** by formulating and executing competitive IG content strategy, promotional programs, and building local partnerships.
- **Fostered sales growth by 400% in 4 months** by participating in local on-site events to boost brand and product visibility, resulting in a 400% increase in sales.
- Headed discount programs, including 'Instagram Ambassadors' through social media influencers and 'Thank You Cards', realizing **20% of sales from influencers and 5% from 'Thank You Cards'**.
- Determine product opportunities and social media post optimization trends by conducting market research and competitor analysis, obtaining invaluable insights into customer needs and concerns.
- Generate sales and maximize business profitability by educating customers on dog toys/products, creating research-based content, and elevating social media post engagement.
- Establish customer networks through social media platforms to augment revenue while tailoring and implementing a cohesive digital marketing strategy.
- Utilized Shopify to design, develop, and test an interactive, customer-oriented e-commerce website, attracting online customers by offering a seamless shopping experience.

Community Lead

11/2019 – 09/2021

WeWork, Toronto, ON

- Improved community engagement and realized the **highest NPS score of 81 points** by **establishing and maintaining member relationships, determining services and events** as per member requirements.
- **Delivered exceptional events** and fostered participants' satisfaction while administering overall event management operations, including event planning, production, and execution.
- **Hosted monthly/quarterly events** with an **average attendance of up to 450+ guests**, coordinating with ten internal employees to ensure event success within budgetary constraints, managing project timelines.
- **Saved costs by 30%** and enhanced service quality in **collaboration with local brands to cater events, negotiating contracts and fortifying key partner relationships**.
- Cultivated positive member experiences, maximized member satisfaction, and increased member loyalty by offering exceptional services, implementing best practices for event planning and production.

ADDITIONAL WORK EXPERIENCE

Community Associate

2018 – 2019

WeWork

Cabin Crew

2015 – 2018

Emirates Airlines

EDUCATION & CERTIFICATION

Bachelor of Science in International Hospitality Management

2014

EHL Hospitality Business School (World's Top International Hospitality Management School)

Certification: UX Design