

VICKY C. WAITHE

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Profile:

Graduate in Marketing and International Business with strong communication, research and analytical skills; and a passion for Marketing, Communications, cultivating and managing relationships, and delivering excellent results

Colleges Attended:

Arizona State University,
Tempe, AZ
2007-2011

University of Manchester,
Manchester, UK
2010

Core Skills:

Analyzing large, diverse data sets

Developing analyses and reports in clear, concise formats

Creating marketing strategies, materials and guidelines for internal and external clients

Designing Business Process and Project Management

Education:

B.S. Business Marketing, International Business Certificate, Minor in History cumulative GPA: 3.87

Awards and Honors:

- Graduated summa cum laude, May 2011, Arizona State University
- Listed on W.P. Carey Dean's List (4 years),
- Recipient of the Arizona State University Presidential (Merit) Scholarship
- Member of Beta Gamma Sigma International Business Honor Society

Work Experience:

Zelis HealthCare (PHX & NHBC) - Sales Analyst (Operations), Vendor Relationship Specialist: October 2011 - Present

- Responsible for analyzing large demographic data sets to identify Sales/Marketing opportunities.
- Conducting analyses of healthcare data to identify anomalies, compare and select best health network options, and generate actionable recommendations for clients.
- Responsible for curating discount data from multiple company geographic and demographic data sources to determine and present the best healthcare savings opportunities.
- Lead Analyst for developing reports on large healthcare systems. Conducted analysis and internal presentations for a \$16 billion in healthcare spending program.
- Managing EDI implementation projects to connect firm with networks and clients for file exchanges.
- Developing marketing materials for use by national sales teams during client engagements.
- Creating detailed User Guides, SOPs and forms for use by internal staff, account managers and clients.

iCrossing Digital Marketing Agency – Search Engine Marketing Intern: May 2011-August 2011

- Researched, created and expanded add copy and Keyword builds for online advertising campaigns.
- Reviewed trends in active keyword campaigns, studied ROI for keyword campaigns.

Core Skills and Proficiencies:

- Proficient at reviewing and analyzing diverse categories of business data to obtain new insights, develop strategies for product promotion, and increase product efficiencies for clients.
- Skilled in finding anomalies in large data sets and communicating results of analyses in a clear and effective manner.
- Experienced in analysis as well as reporting; taking complex objectives and analyses, and providing clear guides and methodologies for project execution and reporting.
- Adept at handling internal as well as external relationships, and communicating with IT and Operations teams to adjust systems to meet sales objectives and build efficient processes to reduce turnaround times.
- Project Management and Scheduling: able to manage multiple clients, and meet deadlines for large projects, as well as managing new projects in a dynamic business environment.

Tools and Expertise:

- Using OLAP Cubes and Microsoft Excel pivot tables to reduce multiple complex data files to a usable format for Business Analysis.
- Pulling data from MS SQL Management Studio for utilization analytics.
- Microsoft Office Suite – Word, PowerPoint, Excel, Visio; Adobe Photoshop, Illustrator, PDF; working and presenting analyses findings and sales reports in a clear and effective format.
- Managing 834 and 837 EDI file configuration projects, and using SFTP transfers to exchange healthcare data securely.

Other Work and Volunteer Experience:

Recovery Innovations of Arizona – Marketing Consultant Intern - managed marketing and presentation needs to increase awareness and funding for behavioral health services in Arizona. ●
West Business Services – Marketing Agent ● **Be A Leader Foundation** – Student Mentor ● **AZ Fusion** – Student Volunteer ● **The Reckoning Project** – Student Volunteer