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National Youth-At-Risk Conference Savannah

2020 Draft Conference Program

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Mar 10th, 1:00 PM - 2:15 PM

### Parent/Guardian eXperience: How schools can improve the Parent eXperience and how that leads to positive outcomes.

Wesley H. Walters

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## WESLEY H. WALTERS

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### PROFESSIONAL PROFILE

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Dynamic and motivated professional with over 15 years of Project management experience with familiarity with working in corporate, academic, ecommerce and in virtual settings. Superior customer service skills and advanced user of Microsoft Word, Excel & PowerPoint, Basecamp, Microsoft project and Monday.com. Published author on the topic of customer experience, speaker, consultant, creative thinker with strong presentation skills. I am a strong leader with good business acumen, interpersonal skills, and the ability to collaborate effectively with others internally, externally, at all organizational levels with the vision to complete projects ahead of schedule and under budget. 15 years of AV and multimedia using both Mac and Windows platforms. Non linear editor using Final cut and Adobe CC.

### EDUCATION:

#### American Intercontinental University, Atlanta, Georgia

- *M.B.A. Concentration in Project Management - Class of 2010*

#### Morris Brown College, Atlanta, Georgia

- *Bachelor of Arts in Mass Media Arts - 2001*

### PROFESSIONAL WORK EXPERIENCE

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#### Make-A-Way Consulting firm (*Education*)

2013-Present

##### *Project Manager and Facilitator*

- Administrator and key contact for the firm's participation in all public forums, and all events in the 120 school that we currently have contracts with.
- Maintain an effective relationship between the school and *Make-A-Way Consulting firm*.
- Provide technical advice, guidance, and recommendations to management and other technical specialists on critical issues related to the scope of each project, growing the firm and gaining dominance throughout the school system.
- Chief instructor for the Poverty Mindset certification which includes daily monitoring the progress of each faculty member (about 200 per school @ \$350 per faculty member), identifying pain points, working together to mitigate those pain points and ensuring the completion of the program on time.
- Responsible for business development and fostering a genuine relationship with the principal and school throughout the entire customer journey.
- Influential in changing the climate and culture of schools that are labeled, "bad schools" by using The Make-A-Way success blueprint within 1 physical school year.

#### Marketing Massive (*E-commerce*)

2006-Present

##### *Project Manager*

- Carefully hold the hands of each customer through the entire customer journey from conception to delivery of their masterpiece.
- Create and animate avatars and animate 3D environments.
- Collaborate with off-line non-linear editors virtually taking into consideration variables not initially considered before going into production.
- Manage international teams in Bangladesh, the U.K. and Manila in an effort to provide round the clock post production.
- Consistently measure benchmarks and deliverables needed to keep project on track.
- Instill the delivery of projects 2 days before the due date as the norm and the foundation to the company's mission statement.

- Maintain all media, archive and 2 levels of backups.

### **Hustle University.org (Entrepreneurship)**

**2002-Present**

*Instructor/Project Manager/Associate Producer*

- Teach students effective time management techniques and various marketing strategies needed to market their enterprise effectively.
- Conduct on-site surveys prior to live productions to better understand the scope and physical limitations of the location.
- Approve projects based on budgetary guidelines.
- Develop and employ tried and proven marketing strategies to market the plethora of Hustle University's merchandise.
- Utilize all forms of media to build brand awareness at the same time showing students how to do the same for their enterprise.
- Maintain all media, archive and 2 levels of backups.

### **Urban Business Institute (Education)**

**2011-2013**

*Project coordinator*

- Taught students the importance of customer experience and how it makes a difference between good entrepreneurs and great entrepreneurs.
- Initiated initial contact with leads from CRM.
- Created department action plans to meet quarterly goals.
- Conducted sales assessments quarterly as part of the organization's continuous monitoring strategy.
- Provided education and support to students throughout their time in the program. This includes budgeting, raising capital, funding, creating journey maps, reasonable timelines and sales.
- Demonstrated to entrepreneurs how technology can be used as a tool to enhance the customer experience in such ways as mobile technology, website, chatbots, and personal company apps.
- Developed extensive trainings on the Service Profit Chain and Kaizen strategies for customer care.
- Corresponded with sponsors to confirm accuracy and placement of products and graphics are cohesive with the brand promise with the objective to build brand awareness at live events.
- Maintained detailed product knowledge to engage consumer education.
- Demonstrated proficiency with various sales training such as Darren Hardy's, Dan Lok, Brian Tracy, John C. Maxwell and Chris Voss' *Never Split the Difference* on negotiation.

### **Beauty Supply Institute (Retail)**

**2009-2011**

*Project manager*

- Followed up with warm lead from the CRM.
- Oversaw the hiring of all subcontractors for the field team.
- Orchestrated facility tours for indecisive prospects that need a little more convincing before moving forward.
- Conducted site surveys for store opening clients using a 36 point grading system which involves taking into consideration demographics, supporting business, servicescape, anchor stores and a 5 mile radius to competition.
- Coached store opening clients in the direction of funding options.
- Acted as a liaison between the landlord and the end client in the negotiation stage.
- Negotiated best shipping rates across international borders.
- Was responsible for ordering of merchandise based on funds allocated for merchandise per each individual store.
- Carefully managed risk, navigating merchandise through customs in Caribbean ports.
- Worked closely with the claims department to help proactively assist clients on sensitive or time-sensitive claim issues.
- Remotely managed buildout/field team of 12.
- Oversaw store opening clients throughout the 48 continental United States, Canada and the Caribbean.
- Communicated with clients in the pipeline daily via their chosen channel.
- The person responsible for giving the green light to begin the store buildouts.
- Demonstrated to store owner the importance of using JIT (Just in time) inventory management to free up capital needed for merchandise and mitigate the need for large storage area.

