

Monica Brazil

CONTACT

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EXPERIENCE

Carnegie, Slate Optimization | Senior Slate Technical Strategist

April 2023 - Present

Directly manages Slate Technical Strategists and acts as team lead while leading Technical Slate Solutions projects and client consultations. Specializes in portals.

Highlights:

- Owns the build, customization, and maintenance of Slate CRM features such as: portals, queries, datasets, events, etc. with query builder tools, SQL, HTML, custom CSS and JavaScript.
- Collaborates closely with project management teams to assure smooth and accurate project operations.
- Facilitates and leads client and internal trainings on portal creation, custom branding, query building, etc.
- Contributes to team innovation ideation conversations; Takes ownership of projects, processes, and troubleshooting outside of main portals area to support team and maintain CRM knowledge.

Slate Portals Strategist

March 2022 - April 2023

- Led partnerships with institutions to build custom portals including but not limited to applicant portals, events portals, scholarship portals, and student success portals in accordance with Slate CRM and web development best practices.
- Owned end-to-end project management with partner institutions to assure smooth and accurate project operations.

Chapman University, Office of Admission | CRM Communication Specialist

July 2020 - March 2022

- Planned, executed, analyzed, and optimized all email and SMS communications in Slate CRM to over 50k stakeholders.
- Strategized with communications, counseling, and college teams to create lifecycle campaigns for prospects, applicants, and incoming students to drive application and enrollment.
- Worked cross-functionally with design to develop and maintain email templates.
- Created and maintained Slate landing pages and portals in collaboration with other campus partners.

Social Media and Communications Administrative Assistant

January 2019 - July 2020

- Acted as primary administrator of all social media channels.
- Collaborated with communications team in planning social media, website, and email campaigns in Slate CRM. Executed content creation and design.

Spa Gregorie's | Marketing Coordinator and Lead Spa Coordinator

March 2014 - January 2019

- Managed email marketing calendar and execution of weekly client advertising and newsletters.
- Acted as primary administrator of all social media channels.
- Updated and managed website.
- Acted as manager on duty for spa staff and contractors. Cashiered, handled deposits, drove retail sales, booked appointments, and answered phone inquiries.

Pump It Up of Lake Forest | Supervisor and Party Coordinator

August 2012 - March 2014

Monica Brazil Art | Freelance Artist & Designer

August 2015 - Present

AREAS OF EXPERTISE

Slate CRM HTML

CSS jQuery Team Leadership

JavaScript proficiency

Training Communications

Business writing

Adobe Creative Suite

EDUCATION

2020

SheCodes Certification,
Introduction to Coding

HTML, CSS, Javascript

2018

Bachelor of Arts, California
State University, Long Beach

Major: Studio Art

Minor: Marketing

2015

Associate of Arts, Santiago
Canyon College

Major: Liberal Arts

REFERENCES

Available on request.