



CHERE WILLIAMS

EXPERIENCE

2013- 2014 AIIM: Association for Information and Image Management Silver Spring, MD

Professional Advisor

- Worked with the Membership Manager to develop membership campaigns and recruitment strategies to increase individual and organizational membership.
- Conducted research on companies and organizations that would benefit from bulk membership with AIIM along with training and educational opportunities.
- Acted as a Professional Advisor to all of AIIM's Solution Provider Members to provide them with guidance on how to best utilize and leverage their membership.
- Identified new members through weekly outreach program.
- Responsible for meeting monthly and quarterly revenue goals.
- Provided weekly and monthly revenue and retention reports on both individual and trade membership.
- Tracked all leads through marketing, created assignments for the sales team, and reported on status of leads weekly to the executive team.
- Responsible for directly selling memberships to individuals and organizations.
- Invoiced all Professional and Trade Members monthly and was responsible for managing membership renewals.
- Maintained the Solution Directory and developed a member prospect database.
- Documented membership policies and procedures.
- Assisted with selling annual conference registrations and other special events when necessary.
- Generated and distributed AIIM training certificates.

**2009-2012 ASAE & The Center for Association Leadership
Washington, DC**

Volunteer Relations Manager

- Acted as a staff liaison to the Healthcare, Legal, Professional Development, Marketing, Greater Washington and Government Relations Section Councils.
- Wrote and distributed minutes from all section and committee meetings, and followed up on volunteer requests in a timely manner.
- Responsible for the development, oversight and execution of a volunteer management strategy on behalf of the association.
- Developed strategies and requisite processes that facilitated the identification of a broad and diverse pool of potential volunteers.
- Oversaw the successful implementation of the annual nominating and appointment process for the Chair and Vice Chair.
- Facilitated an orientation process for the Chair and Vice Chair along with council volunteers at ASAE's Annual Conference.
- Coordinated the logistics and meeting requirements for all section and committee meetings both virtually and face to face.
- Coordinated and worked with association attorneys to implement the production of the Chicago Law Symposium, the Annual Association Law Symposium in Washington, DC.
- Coordinated and work with top lobbyists nationwide to implement the Government Relations School, a two day program in Washington, DC.
- Assisted the Marketing Section Council in developing the Membership, Marketing and Communications Conference.
- Edited the section newsletters on a monthly basis.

**2005-2009 America's Health Insurance Plans
Washington, DC**

Account Manager

- Led sales strategies and coordinated with the AHIP Insurance Education sales and account management teams.
- Responsible for the integrity of online educational material.
- Maintained and created content for the AHM website along with database management.
- Assisted in choosing a new Learning Management System (LMS) and was involved in the integration and implementation.
- Coordinated efforts to grow program enrollment, identified new markets, tracked industry trends, created business profiles, and established cross-selling opportunities.
- Identified, supported, and interacted daily with key international clients in India, Saudi Arabia, and Europe.

- Managed all service requests pertaining to enrollment issues, information packets, certification certificates, and continuing education credits.
- Managed audio conference programs, including: scheduling, marketing promotion, and registration.
- Assisted in developing sales and marketing material to penetrate domestic and international markets.
- Developed a Loyalty Reward Program that offered enrollment benefits for high level clients.
- Supported account billing review and reconciliation efforts.
- Drafted sales agreement contracts, which consisted of the administrative creation and formatting, and final distribution.
- Responsible for explaining AHM program administration to Educational Representatives and conducting webinar demonstrations for the learning management system.
- Organized the curriculum committee and EC Council. Interacted with volunteers and scheduled events pertaining to the committee.
- Researched, edited and wrote articles for the Education Correspondent newsletter, special promotions, and mass emails for students.

**2005-2005 Grantmakers for Children, Youth, and Families
Silver Spring, MD**

Membership Service Manager

- Responsible for all aspects of membership, including recruitment and retention, invoicing, and database management.
- Designed and delivered training sessions, workshops, and presentations to members and prospective clients.
- Worked with the Membership and Outreach Committees to develop and implement an aggressive membership drive.
- Performed extensive membership outreach to existing and prospective members.
- Managed exhibitions at annual and national conferences.
- Prepared monthly membership reports and analyzed membership trends.
- Managed the production of promotional print products.
- Collaborated with the webmaster to enhance the GCYF website and redesign the membership database.

**2004-2004 BB&H Benefit Designs
Santa Barbara, CA**

Insurance Broker/Client Service Representative

- Sold individual insurance to clients in the southern California region.
- Reviewed and compiled comprehensive health insurance plan analysis for clients.

- Investigated and resolved outstanding claim issues for customers in a timely manner.

**2004-2004 Kennedy Western University
Agoura Hills, CA**

Faculty Coordinator

- Acted as a liaison between the university and its adjunct faculty.
- Responsible for all correspondence between the university and adjunct faculty.
- Gathered documents from prospective faculty for the hiring process and screened potential applicants.
- Worked on faculty related research projects and wrote and edited articles for the faculty newsletter.
- Organized monthly faculty visits, travel arrangements, and logistics.

**2001-2003 National Alliance of Black School Educators
Washington, DC**

Membership Manager

- Responsible for membership management, marketing and development which included membership promotion, recruitment, retention programs, and database management.
- Developed yearly budget for membership and marketing departments.
- Served as a liaison to over 100 affiliated chapters, providing assistance pertaining to membership regulations, procedures, and chapter operations.
- Designed, planned, and implemented membership promotion to selected groups; including writing promotional copy, coordinating graphic design, and the printing and distribution of materials.
- Arranged membership activities that included workshops, networking functions, and focus groups.
- Organized the Annual Affiliate Leadership Summit and exhibits at the national conference.
- Supervised three staff members and numerous volunteers.
- Created and implemented payroll deduction program, which increased membership by 33%.

**1997-2000 Gateway Health Plan
Pittsburgh, PA**

Membership Coordinator

- Responded to customer inquiries regarding benefits, claims, complaints, and concerns.
- Assisted in developing grievance procedures, edited documents, and prepared final product.

- Conducted, implemented, and coordinated community outreach programs for medical assistance recipients.
- Mentored new employees and assisted in preparing and producing training material.
- Acted as a member's advocate in grievance hearings.
- Presented and organized speeches for member education sessions.

Education

- 1999 Carlow University Pittsburgh, PA
- Graduated Cum Laude 3.66
 - Bachelors of Art Degree in Psychology
 - Minors in sociology, philosophy, and women's studies
 - Certificate in Counseling
 - Health/Life Insurance Broker License in State of California
 - Volunteer Management, Component Relations, Customer Management, and Compelling Leader Certificates