

JENNIFER MCKENZIE

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OBJECTIVE

Results-driven Smartsheet advocate, admin, user, and consultant with a proven track record of successfully implementing and optimizing Smartsheet solutions for teams across American Airlines. Seeking a position to leverage my expertise in Smartsheet to help organizations streamline their processes, improve collaboration, and drive efficiency.

SKILLS

Project Management: 10 Years

Smartsheet Early Adopter Program: Since 2023

Marketing Advisory Board Member: Since 2023

Engage Conference: 2 Years

Dynamic View User: 3 Years

Smartsheet Product User: 7 Years

Brandfolder and Bridge User: 1 Year

Calendar and Workplace Apps: 3 Years

Learning and Development: 5 years

Strategic Leadership: 6 Years

Recruitment Marketing: 11 Years

Strategic Planning: 16 Years

Account Management: 10 Years

Relationship Building: 15 Years

Resource Management: 5 Years

EXPERIENCE

Manager of Instructional Design and Smartsheet SME - American Airlines - July 2020 – Mar 2024

- Built culture of innovation by encouraging experimentation, resulting in an upskilling of our multimedia offering in 2022.
- Defined resource allocation strategy, ensuring project completion by developing an end-to-end Smartsheet process.
- Fostered cross- team collaboration and communication to convene 200 learning professionals in a one-day conference. Where Smartsheet was a guest speaker.
- Streamlined processes by implementing Smartsheet workflows, yielding a 67% improvement in efficiency.
- Motivated exceptional performance from team members, leading to the completion of over 150 learning projects in 2023.
- Negotiated vendor contracts, while maintaining strong working relationships, including agency of record selection in 2022.
- Collaborated with departments to understand their needs to onboard Smartsheet effectively.
- Designed and implemented customized Smartsheet solutions to meet department objectives.
- Provided training sessions and ongoing support to ensure the successful adoption of Smartsheet.
- Created and optimized Smartsheet workflows to improve efficiency and productivity.
- Served as primary contact for Smartsheet inquiries and issue resolution, staying updated on the latest features.

Sr. Learning Architect – American Airlines - October 2018 – July 2020

- Initiated an internal marketing campaign, resulting in a 40% increase in employee LXP engagement, utilizing Smartsheet for asset management and calendar coordination.
- Created and managed budgets within Smartsheet to ensure cost-effective resource utilization.
- Managed project timelines and budgets, ensuring successful project completion using Smartsheet for project management.
- Anticipated risks and implemented mitigation strategies to minimize their impact on deliverables.
- Identified training needs through the development and execution of needs assessments which lived in a Smartsheet form.

Sr. Recruitment Marketing Strategist – American Airlines - July 2016 – October 2018

- Successfully onboarded Smartsheet at American Airlines, including comprehensive in-person training.
- Utilized Smartsheet forms to track recruitment event attendance.
- Enhanced candidate experience, earning the company its first CandE Award.
- Launched a targeted media strategy resulting in a 300% increase in app volume year over year.
- Pioneered the inaugural exclusive military career expo to facilitate connections between military talent and hiring managers.

EDUCATION

University of Tennessee, Knoxville

Bachelor of Communication, Advertising - Dec 2003

CERTIFICATIONS

RIGHTstart, Harvard Business Publishing Corporate Learning, 2021
Core Product, Certified, Smartsheet, 2022

Additional Experience: Regional Directory of Media – TMP Worldwide - January 2007 – July 2016