

# Alyssa R. Beiseigel

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*Operations Manager & Executive Coordinator with 15+ years of experience streamlining systems, managing projects end-to-end, and coordinating events.*

## CORE COMPETENCIES

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|---------------------------------|-----------------------------------|---|
| • Operations Management         | • Project & Task Management       | • Recruiting & Onboarding                             |
| • SOP Development & Maintenance | • Event & Conference Coordination | • Google Workspace & MS Office                        |
| • Workflow Organization         | • Contractor & Vendor Management  | • CRM & Database Management                           |
| • Membership & Payment Systems  | • Executive & C-Level Support     | • Email Platforms (Mailchimp, Constant Contact, etc.) |

## EXPERIENCE

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### **Operations Manager, Executive Coordinator, External Engagement Liaison & OBM** 2020 – Present *Independent Contractor — Soflovrpro | Remote*

- Managed day-to-day operations for multiple clients simultaneously, maintaining SOPs and reducing workflow redundancy by 33%.
- Implemented processes and increasing operational efficiency by 15% across scheduling, communication, and task management.
- Coordinated external engagement, event logistics, and vendor relationships and planning through day-of execution.
- Oversaw full-cycle recruiting and onboarding, achieving 100% fully staffed organizations for clients through orientation.
- Managed invoicing, expense tracking, reconciliation, and payroll operations; maintained CRM systems and member/client communications.
- Maintained and updated websites, social media, newsletters, and blogs; proficient with tools including WordPress, QuickBooks, Paycor, Constant Contact and Mailchimp.
- Served as primary point of contact for stakeholders, ensuring consistent and professional communication across all parties.

### **Executive Coordinator**

2018 – 2020

*Fitnessmith | South Florida*

- Supported CEO, CFO, and Owner with administrative operations, office management, and proposal preparation.
- Streamlined employee onboarding and offboarding processes, developing SOPs that improved touchpoints by 30%.
- Managed vendor compliance, product catalogs, and order processing; fulfilled notary services.
- Coordinated background and MVR checks; maintained CRM and vendor contact systems.

### **Event & Administrative Assistant**

2014 – 2018

*The Anti-Defamation League | South Florida*

- Coordinated logistics for fundraisers, galas, and organizational events; including vendor communication, audio-visual setup, and day-of execution.
- Organized group travel arrangements, seating, and promotional materials in collaboration with local and national developers.
- Managed purchase orders, invoicing, budget assistance, donation processing, and event reporting.

- Produced marketing and creative materials using web and graphic design tools.

## **Executive Assistant, Loss Prevention & Risk Management**

2008 – 2013

### *The Ritz-Carlton*

- Developed training programs, SOPs, and manuals; coordinated emergency management plans.
- Investigated accidents, medical incidents, and property claims; generated detailed reports.
- Delivered executive-level administrative support and high-profile client security services.

## **TECHNOLOGY & TOOLS**

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|---|--|---|
| • Google Workspace (Gmail, Drive, Docs, Sheets, Calendar)   | • Email/Comms: Mailchimp, Constant Contact, Wild Apricot | • HR/Payroll: Paycor, Paychex, LinkedIn Recruiter |
| • Microsoft Office Suite (Word, Excel, Outlook, PowerPoint) | • Automation: Zapier, Slack                              | • Design: Canva, Photoshop, InDesign              |
| • Project Mgmt software: Monday, Bitrix24, etc              | • CRM: Salesforce, ConnectWise, HireRight                | • AI Tools: ChatGPT, Midjourney, Claude           |

## **EDUCATION & CREDENTIALS**

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### **B.A.S. in Public Safety Administration**

St. Petersburg College, FL • Coursework: HR Management, Organizational Behavior, Program Planning & Evaluation, Grant Administration, Public Finance, Critical Incident Management

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