

# LYNCH HEPPNER

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## SUMMARY

Seasoned account manager with years of experience collaborating with clients to ensure projects meet their needs and budgets. Currently limited creatively, I am seeking a career change into UX where I will apply my knowledge of account management with my background in studio art and the skills learned through Springboard's UX Design Bootcamp to conduct meaningful research and deliver thoughtful designs.

## SKILLS

Wireframing, Storyboarding, Prototyping, UI Testing, Interviewing, Competitive Analysis

## TOOLS

Figma, Adobe XD, Invision, Miro, Adobe Photoshop, HTML, Optimal Sort

## PROFESSIONAL EXPERIENCE

### Account Manager, PowerSchool | Remote

*Feb 2024 – Present*

- Reached 179% of new-business quota in first quarter
- Through deep understanding of clients' needs, successfully navigated complex requirements from unique customers, resulting in three new clients in one month
- Held 20 discovery meetings with clients in first month where key insights were shared, creating \$100k+ in pipeline

### Account Manager, Inside Higher Ed | Washington, DC

*Feb 2023 – Jan 2024*

- Successfully managed over 40 marketing campaigns by gaining a thorough understanding of the clients' marketing goals and needs
- Averaged over 200% return on marketing investment for clients

## PROJECTS

### Fishmongers' Company Website

*May 2021 – Oct 2021*

- Designed a new website for local seafood business that allowed customers to pre-order fresh seafood each week, resulting in a decrease in overstock waste by over 40%
- Promoted business using social media marketing, earning the business a positive profit margin for the first week of business, and more than 300% increase in revenue over two months

## EDUCATION & CERTIFICATIONS

Springboard | Online | Sep 2024  
UX Design Certificate

James Madison University | Harrisonburg, Virginia | 2020  
BS Studio Art, 3.9

- President's List '19, '20