

Jessica A Boucher

jessica@jessicaboucher.com - jessicaboucher.com – 603.262.3862

EDUCATION

Babson College

Bachelor of Science in Business Management; Focus in Technology Marketing and Corporate Strategy

Cumulative GPA: 2.99; Focus GPA: 3.6; Dean's List, Fall 2004, Spring 2005

Relevant Coursework: Strategic Decision Making, Marketing Research, Service Strategy and Innovation, Electronic Business

Babson Park, MA

May 2005

EXPERIENCE

Intelitek, Inc.

Project Manager

Manchester, NH

February 2009 – Present

- Directed the deployment of LearnMate 5, a brand new rewrite of intelitek's Learning Management System. Served as customer advocate to the developers, wrote and delivered multiple rounds of software testing, developed marketing rollout procedures, and provided on-site and online worldwide training.
- Managed a team of writers, facilitators, and psychometricians to create over 40 highly interactive assessments for SkillsUSA, a national nonprofit organization serving teachers and high school and college students who are preparing for careers in trade, technical and skilled service occupations. 1/3 of the assessments are in fields with no existing formal assessment process.
- Established and cultivated partnerships with corporations to find the best subject matter experts. Supervised development workshops, managed copyright concerns, and oversaw multiple revision sessions throughout the entire assessment development process. Utilized photo-editing and web coding skills to make system-wide revision changes.
- Provided 1st and 2nd tier support for customers and the client. Created support and marketing materials for customers.

Technical Support Coordinator

May 2006 – January 2009

- Answered customer support questions in licensing, operation, and troubleshooting of intelitek's wide range of hardware, software and curriculum. Consistently handled the majority of reported customer inquiries in the department.

BayaSoft LLC

Associate

Leominster, MA

November 2005 – March 2006

- Completed and presented a full analysis of competitors, cost analysis and recommendations of marketing mediums such as trade shows, and provided insight on how to find and target their market's largest potential customers
- Doubled company awareness across the USA through a personalized mailing campaign, researched and qualified leads
- Implemented a CRM application that relieved data misuse; created procedures & trained company on usage to enforce data integrity and facilitate complete feedback with potential customers

School for Executive Education – Babson College

Operations and Marketing Assistant (May 2003 – May 2005) and Market Analyst Intern (May 2004 – September 2004)

Babson Park, MA

- Managed customer relationship management databases and facilitated solutions for prospective customers in the Information Technology and Biotechnology industries
- Performed secondary market research and data analyses which resulted in the profiling of the past participants of the open enrollment programs
- Created systems to effectively attract new customers that fit into those profiles through the use of informational multimedia while concurrently reducing the time to respond to the potential customers

Young Entrepreneurs Alliance (student management consulting project)

Project Manager Liaison

Babson Park, MA

December 2004 – May 2005

- Analyzed and revitalized the organization's website to attract corporate partnerships

LEADERSHIP

FIRST Robotics Competition

Volunteer Coordinator, Northeast Utilities CT Regional & FIRST Championship Event (Various locations)

Various Locations

October 2005 – Present

- Selected for the 6th year to help recruit and manage 500 volunteers to positions for a three-day event to be attended by up to 15,000 visitors from across the world

SKILLS

Computer Software: Microsoft Office (Word, Excel, PowerPoint, Access, Project, FrontPage, Outlook), Microsoft Dynamics CRM, Pivotal (CRM Software), Mozilla Firefox, Google Chrome, Adobe Suite (Acrobat, Photoshop, CS4, Illustrator), FileMakerPro, Scala, SurveyTime, Factiva, Hoovers, ProQuest, RDS Business Suite, and LexisNexis