

# Ashley Dixon Knight

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Pragmatic and creative program and project management services professional with a background in the non-profit healthcare, non-profit advancement, non-profit higher education and for-profit construction industries and over 14 years experience in building, managing, and supporting exceptional teams with a strong focus on improving operational performance to meet organizational goals. Blends technology capabilities with streamlined process efficiencies for overall increase in organizational program success. Held managerial, analytical, and project implementation roles in startup and established enterprise environments within multiple vertical markets.

- Efficient in documenting, gathering and designing of requirements with internal and external teams at all levels of leadership.
- Very comfortable in analyzing current business processes through qualitative and quantitative means, identifying improvements and implementing based on approval.
- Strong attention to detailed coordination and support to provide excellent internal and external relationship management, effectively facilitating with technical architects and business sponsors.
- Expert at special event proposal creation, coordination, event program content development, event program facilitation and subsequent relationship cultivation

Applications: DonorPerfect, Blackbaud Raisers Edge, Salesforce for Non-Profits, MS Yammer, Harvard ManageMentor learning platform, Asana, Basecamp, JIRA, Confluence, Slack, Google Apps, Office 365, Access, Excel, PowerPoint, Project, Publisher, SharePoint, SQL Server / Visual Studio 2010, Visio, Word, Workday HCM, PeopleSoft ERP 9.2, Hobsons CRM, Eloqua and Marketo marketing automation, Quillix and OnBase document imaging workflow, WYSIWYG enterprise content management systems (ECMS), id/value card and POS systems, Xactimate, AutoCAD, Adobe CS4, Sage / Timberline, Legacy information systems

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## PROFESSIONAL EXPERIENCE

### **KNIGHT BALSAM CONSULTING, Winston-Salem, NC**

**2019**

*Entrepreneurial Organization Management Consultancy*

#### **Consultant**

Working independently, and with teams, to help build organizational skills, pipeline cultivation and navigate the ecosystem of entrepreneurial resources for local minority- and women-owned businesses.

### **WAKE FOREST BAPTIST HEALTH, Winston-Salem, NC**

**2017 – 2019**

*A nationally recognized, fully integrated academic medical center and health system.*

#### **Program Coordinator II, HR-Learn, Engage and Develop**

Designed, developed, and coordinated on-going, large-scale enterprise learning, engagement and development programs for 18,000 current employees. Promoted, marketed, and organized program activities with 30+ person cross-departmental facilitation team. Developed eLearning curriculum and facilitated in-person training, for up to 400 participants per session, administered through multi-modal enterprise learning management system channels.

- Established process improvements for new employee orientation programming services to positively impact 3,200 employees annually. Analyzed participant survey data to identify future potential initiatives.
- Conducted qualitative and quantitative longitudinal surveying to track participant trends and develop benchmark data for iterative dashboard builds to drive strategy for leadership development for all employee types.
- Founding member of Engagement Champion Committee. With executive support, chartered to utilize focus group model feedback to drive engagement initiatives and programming. Process and program development assets published to enterprise as best practice.
- Training for expanding recruitment funnels through inbound social media marketing & networking tactics for increasing sourcing pipelines.

### **SUMMIT SCHOOL, Winston Salem, NC**

**2015 – 2017**

*A progressive, independent school, founded in 1933, PreK-9<sup>th</sup> Grade & Center for Excellence and Innovation*

#### **Advancement Assistant - Administration**

Planned and executed strategic initiatives through database management operations for the Academic, Admissions, Advancement, Communications, Development, Financial, Human Resources, and Technology departments. Coordinated administrative and programmatic events across departments for internal and external constituents. Supported information system protocol infrastructure to facilitate serving

the needs for multiple user experiences.

- Coordinated daily workflow with administrative team to deliver cross-functional adherence for assigned projects, allocating resources to complete in scope and on time. Provided reporting and updates to benchmark project delivery and build interdepartmental relations.
- Improved Admissions pipeline by 48% inquiry to application, 44% application to enrollment through application enhancements.
- Drove results of 52% average open rate for Communications department to external audiences through email campaign.
- Contributed to 33% increase in annual fundraising giving through development multi-channel campaign.

**FLORIDA STATE COLLEGE AT JACKSONVILLE, Jacksonville, FL**

**2010 – 2015**

*Higher education enterprise environment consists of 5 campuses, 6 centers and online classes to support more than 150 programs and services, meeting the educational and training needs of the Northeast Florida community with more than 2.16M online and onsite engaged annual users.*

**Strategic Operations Project Coordinator**

Liaison and agent of change for Client Services, with project portfolio valued over \$9.65M. Defined, translated, and documented user requirements for multiple development and implementation projects according to established standards and best practices. Managed development projects with rapid timelines and evolving requirements and teams. Participated in all phases of solution development lifecycle with emphasis on project planning, requirements gathering and definition, driving resolution of requirements, design and coordinating tasks involving dependences on multiple cross-functional teams.

- Led Institutional Human Resources Reorganization efforts with Administration to prepare, revise and implement the reallocation of human resources based on institutional strategic plan, including updating policies and procedures for entire employee lifecycle, and creating an employee relations plan to provide means for proactively resolving potential matters. Worked in committee to update job descriptions, salaries, wages, and employment agreements for over 500 positions.
- Approved charter, procurement, implementation and end user support for Contact Relationship Management (CRM) system. Increased inquiry to applicant to enrollment ratio by >33%.
- Coordinated implementation and annual production of new Enterprise Catalog Content Management System (ECMS), a 2000 page annual institutional programs and services publication, with over 10K content blocks for audit and approval.
- Led product development, testing, acceptance and production for >500K student records information management workflow to transition to Imaging System.
- Created authentication process, image capture, and card production for all enterprise members for >300K Identification and Point of Sale (POS) Card system population. Implemented a Pay for Print system to capture and reduce enterprise printing costs by 60% over last four fiscal years.
- Served as Project Manager for space planning, remodeling and relocation of 200 College administration offices.

**PRAGMATIC WORKS, Jacksonville, FL**

**2010 – 2010**

*Pragmatic Works is a Microsoft Gold Certified Partner that provides training, tools, and implementation services globally on business intelligence platform for enterprise clients in multiple verticals.*

**Business Intelligence Consultant**

Virtual and onsite trainer, educating enterprise users on product suite and assisting customers in implementing and utilizing tool sets.

- Built Microsoft SQL Server SSRS, SSIS, and SSAS based on requirements.
- Created databases, tables, and stored procedures for acceptance testing and approval.
- Analyzed results based on business requirements and produced multiple iterative solution sets.

**TOM TROUT, INC., Jacksonville, FL**

**2007 – 2010**

*Since 1962, Tom Trout, Inc. has been the premier custom commercial and residential contractor, design builder, and remodeler in Northeast Florida.*

**Project Manager**

Worked directly with an average of 30 clients annually to plan, initiate, execute, monitor and control, and close construction projects.

- Moved 65% of leads to design agreement stage.
- Moved 75% of design agreements to contract.
- Established 30% profit margin on total project portfolio.
- Contributed \$5.44M in annual average project portfolio revenue.

**KNIGHT HOME ARTISANS, LLC, Saint Augustine, FL**

**2005 – 2010**

*Provided turn key construction management solutions for condominium complex dominions. Worked with approx. 14 customers and 840K revenue annually. Executed all labor, except for electrical and plumbing trades.*

**Owner**

- Earned 14% year over year (YOY) growth rate in contracted projects, primarily from former client referrals.
  - Achieved 70% increase in property rental for customer, post project completion.
  - Completed 95% of projects within estimated timeframe.
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**TRAINING AND CERTIFICATION**

Safe Zone in Medicine, REDCap, EKTRON-CMS, PEOPLESOFT-ELM, TRUMBA, Google Certified Educator Level 1 & Level 2 Certification, PMP Training (Florida State College at Jacksonville), SQL Training (Pragmatic Works Foundation), OSHA (36005316465), Florida General Contractor Exam (Passed), Instructor Course (National Outdoor Leadership School (NOLS)), Backcountry Rock Climbing Course (NOLS)

**EDUCATION**

**Bachelor of Arts (B.A.), Music**, University of North Carolina at Chapel Hill