

ADELL ARNDT

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PROFESSIONAL SUMMARY

In previous roles, I led social media efforts on platforms like Instagram and Indeed by capturing and sharing photos and videos of company events to boost engagement and brand visibility (20% increase within 1 month). I also helped plan and organize large-scale events such as World Food Day, product launches, and year-end celebrations held at venues like Frederik Meijer Gardens, hosting over 100 employees. References upon request.

SKILLS

- Advanced skills in different Digital Media CRM, Software troubleshooting, SAP, HRIS, Hubspot and ChatGPT/AI
 - Proficient in computer programs, Microsoft Word, Excel, Outlook, Adobe, Canva, Power BI, UKG PRO, TY Metrics (Time keeping system), Beeline and Salesforce(Recruitment Cloud).
 - Achieved years of Marketing Professional, Social Media Manager, and Digital Marketing experience.
 - Drove various Recruiting, BackUp Payroll, Benefit Administration, Recruiting, HR Compliance, Training, Safety / Workers , and Compensation, teams.
 - In depth knowledge and skills in Photography, videography and Graphic design. Worked extensively with Adobe photoshop.
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RELEVANT EXPERIENCE

November 2025– Present

K-Connect (Contract Role)

HubSpot Trainer / Implementation Consultant

- Contracted to train staff on HubSpot CRM functionality, including contact management, marketing automation, and reporting tools.
 - Developing and delivering customized demonstrations/ training materials to optimize team adaption and CRM utilization.
 - Provided hands-on support during onboarding and system rollout to ensure effective use of HubSpot features.
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Employbridge/Amway- Ada, MI

February 2024 - Present

Strategic Account Manager -Staff Performance Manager- Staff Performance Coordinator

- Utilize systems like CRM, Power BI, Nova Time, and B-Line to send targeted text and email communications, design promotional and engagement materials, and coordinate staff engagement initiatives, resulting in improved internal communication, employee participation, and overall productivity.
 - Achieve regular constructive and positive feedback/ communicating performance expectations, through communication and collaboration tools, for productive work flow.
 - Establish timely work strategies to 200+ staff members and projects for the company, using CRM program/ Google doc, to organize worker productivity.
 - Overhaul job functions, expectations and Conduct orientations. Establishing employee behavior patterns that align their goals with the organization's mission, values, and goals, leading to smooth transitions into team.
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Weiss Technik North America, INC

July 2022 - February 2024

HR-Finance- Marketing Executive Assistant

- Captured and produced photo and video content for social media by covering company and community events—such as a merger celebration, year-end function at Frederik Meijer Gardens, bake sales, and football dinners—resulting in increased online engagement and stronger brand connection.
- Delivered general office support to the chief suite executives and the director's team (team of 20+ employees), through company collaboration tools, ensuring effective and efficient executive office operations.
- Managed administrative tasks—including scheduling meetings, organizing workflows, and assisting visitors—by implementing structured coordination methods, resulting in enhanced office productivity and a professional, welcoming environment.

- Executed project coordination and management support by resolving vendor issues and fostering positive communication with leadership and peers, resulting in improved customer service and enhanced team morale.
 - Implemented sensitivity training focused on cultural diversity, age-specific needs, and confidentiality by developing and delivering targeted sessions, resulting in increased staff awareness and improved workplace inclusivity.
 - Created and managed social media content for platforms like Instagram, Indeed, and Twitter using Adobe and Canva, resulting in increased brand visibility and audience engagement.
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FIFTH THIRD BANK

October 2019- February 2024

Asynchronous Messaging Agent/Trainer

- Managed and updated monthly media content for the company art board while co-creating a new asynchronous ChatGPT-powered chat team, resulting in enhanced internal engagement and improved customer service through efficient online web messaging.
 - Addressed 100+ customer calls daily by assessing individual financial needs, goals, and risk levels to recommend appropriate services, products, and fees, resulting in tailored financial solutions and enhanced customer satisfaction.
 - Evaluated strategic solutions for mortgage-related issues by leveraging expertise in Quicken software and advanced training in business banking, resulting in efficient problem resolution and improved client outcomes.
 - Onboarded and mentored 20 new team members by sharing company knowledge, offering personalized guidance, and addressing challenges, resulting in increased team readiness, confidence, and overall performance.
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PRGX, INC

May 2018 - October 2019

AUDIT RECOVERY

- Handled 50-100 daily calls to identify and resolve overpayments and hidden risks, while facilitating unrealized credits, resulting in improved financial accuracy and recovery of funds.
 - Increased company efficiency and performance by proactively recovering lost funds through detailed financial analysis and recovery strategies, resulting in improved profitability.
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Teleperformance/ Keurig

January 2017- May 2018

CHAT TEAM

- Advised 100+ customers daily by troubleshooting brewer issues and assisting with purchase decisions over the phone, resulting in enhanced customer satisfaction and increased sales.
 - Promoted to chat agent within three months by demonstrating stellar performance, then assisted customers via the Keurig website chat, resulting in timely issue resolution and improved customer experience.
 - Engaged with customers via phone and in person to provide product information, process orders and cancellations, and resolve complaints while maintaining organized records of interactions, resulting in improved customer satisfaction and accurate transaction management.
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EDUCATION

University of Ferris State, Big Rapids, MI

Related Coursework: Human Resource Management, Digital Marketing, Interpersonal Communication, Mass Media

Bachelor of Integrative Studies and Minor in Marketing

Grand Rapids Community College, Grand Rapids, MI

Related Coursework: Accounting I & II, Statistics, Micro & Macro Economics, Marketing

Pre - Business Associate Degree

CERTIFICATION AND LICENCES

- Diversity, Equity, and Inclusion- Hubspot
 - Digital Marketing Certified – Hubspot
 - Social Media – Hubspot
 - Personal Brand Awareness_ Stukent
 - Google Data Analytics Professional Certificate- Coursea
 - Strategic Digital Marketing Channels- SEO & SEM- Coursea
 - SAP S/ 4 HANA
 - Introduction to Systems Analysis-Coursera
 - Introduction to Structured Query Language (SQL)-Coursera
 - Intro to SQL- codecademy
 - Information Systems Specialization- Coursera
 - Fundamentals of Business Analysis- Coursera
 - IBM Systems Analyst Professional Certificate- Coursera
 - SQL for Data Science-Coursera
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