

Experience

Entrepreneur / www.MeganRollo.com

April 2020 - Present

During Covid, took time to explore career options, creative outlets and focus on personal health

Brand Design / Colibris Consulting, www.theSalt.Site, Diabetes Camping and Educational Services, Nick Cruz Photography, Kyle Nelson Construction, Mindful Junkie Inc., Suave Golf
Logo design, web design, apparel/swag design and asset management

Portrait Shop / www.etsy.com/shop/CustomArtByMeg

Specialized in serving families coping with covid distancing and loss through painting portraits of family members who could not be together due to loss or safety. Marketed, sold and hand painted over 40 watercolor and gouache portraits through Etsy or Instagram while maintaining a five star rating

Commissioned Fine Art / www.theSALT.site

Produced Custom Fine Art pieces by commission at TheSalt.site

Architectural Interior Design / @MakingOurHomeSweetHome

Managed entire design lifecycle including creating project plans, submitting for city permitting, and conceptualizing design via 3D modeling

300hr Certified Hot Yoga Instructor

Hosted groups via zoom for corporate teams with specialized short sessions for first responders in conjunction with Mindfulness Program reaching hundreds of First Responders Monthly

Manager, Partner Program / Mindbody Online

March 2018 - April 2020

Upon acquisition of Booker by Mindbody spearheaded the merging of partner programs including databases and established operational processes for the evolving Business Development department

Partner Management

- Compounded sales results and revenue by establishing an autonomous partner ecosystem contributing \$1.4m in API revenue with a growth rate of 3-5% MoM
- Launched over 35 new product integrations over a 12 month period contributing closing factors to an estimated 42% of deals monthly and providing Partner ecosystem with estimated \$42m
- Expanded TAM to include 6 new segments, by strategically working with Product Roadmap and partner product integration roadmaps to fill segment requirements

Program Management

- Streamlined Partner engagement by implementing proper data management practices and centralizing multiple record types within Salesforce to encompass all types of partner interactions
- Saved team an average of 3,125 hours invested in redundant inquiries by enabling Partners to “Self Serve” using Partner-facing resources
- Identified strategic relationships within partner portfolio and worked to establish shared goals, that would either increase TAM, drive customer retention, open a new lead channel or increase customer processing revenue by negotiating deliverables and rollout strategies based on partner's projections and alignment to prospect objections and product roadmap

Manager, Strategic Partnerships / Booker Software

July 2016 - March 2018

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- Expedited the merging of Booker and Mindbody organizations by facilitating training of over 1,500 global partner team members via live presentations and establishing resource hubs to further their knowledge
 - Managed payment processing partnerships via strategic alignment, expectation negotiation, executing site visits, virtual training, marketing support and acting as a Partner Advocate while developing relationships into a lead source contributing 300-500 leads monthly
 - Built relationships with portfolio of over 1,600 representatives within partner orgs advising on product integration, lead generation, process development, operations management, communication & training
 - Booker representative of "Fun Committee," fostered a positive workplace culture by planning social events and in-office programs.

National Sales Trainer/ Booker Software

January 2015 - July 2016

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- Trained and ramped 175+ Sales Representatives, across three offices nationwide
 - Solely responsible for creating training curriculum, course documentation and tools for Sales Representatives while also holding the responsibility for logistics, execution and maintenance of said curriculum
 - Worked directly with ELT to optimize knowledge with strategic partnership representatives

Enterprise Accounts Manager / Booker Software

February 2013 - January 2015

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- Secured 350+ new accounts as Sales Executive for cloud-based software company through cold calling, and developing inbound and old leads, generating \$475K+ revenue while showcasing strong customer service skills
 - Consistently met or exceeded sales goals, achieving 104% over goal in 2013 & finished top rep in CA office at 119% to goal in 2014, compared to 75% of goal staff average
 - Displayed strong communication and tech skills while leading clients through curated product demonstrations and performing 60+ outbound client calls daily

Business Development & Marketing Services/ Booker Software

February 2011 - January 2013

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- Created & led department managing and providing marketing for 60+ SMB clients with ~\$30k MRR
 - Consulted SMBs on Marketing, negotiation, GTM strategy, and maintaining branding (website design, social media & email campaigns)
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Chapman University

BFA Graphic Design

DiabetesCamping.org

Creative Director & Staff Volunteer

PADRE Foundation

Volunteer

Think Together

Volunteer Instructor

Gamma Phi Beta

Epsilon Nu Lead Set Design

Mindbody Wellness Ambassador, Southern California

2018 - 2020

Booker Presidents Club

2014 & 2015

Skills

GSuite

Excel

Office

SketchUp

Salesforce

Illustrator

Photoshop

InDesign

Web Design

Photography

Operations Development

Project Management

Branding Design

Painting

Writing