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# BRIELLE LESH - SIMINITUS

Reading, PA 19610  
bml5058@gmail.com / 570-516-6612

## SUMMARY

Agile Implementation Manager practiced at tackling complex, multi-stakeholder projects by applying manageable, attainable frameworks. Keen to dissect overwhelming tasks into digestible components through careful examination of business goals and judicious implementation of available resources. Known for providing reliable, effective paths to reach desired outcomes on time and under budget.

## SKILLS

- Project coordination
- Financial Technology
- Risk management
- Market trend expertise
- Financial planning
- Reporting requirements
- Controls evaluations
- Proficient in HubSpot, Salesforce
- SaaS
- Account management
- Lead generation
- Team management

## EXPERIENCE

**Implementation Manager** / Green Check Verified - Bonita Springs, FL

07/2022 - Current

- Led risk management efforts, gathering departments leads to collaboratively identify potential risks and brainstorm mitigation strategies.
- Trained Financial Institutions on Risk Mitigation controls, Financial Modeling, Marketing Strategy, Operations Model and Regulatory audits.
- Updated Financial Institution's policies and procedures.
- Facilitated integration of new technology into daily processes.
- Cultivated relationships with senior executives, board member, and program partners to maintain stability in program support, funding and overall direction.
- Coordinated departments in planning and executing interdepartmental integration of program plans and projects.

**Client Services Relationship Manager** / Dama Financial - San Francisco, CA

07/2021 - 07/2022

- Established new and maintained existing client relationships by cultivating open and positive dialogue, delivering high-quality service and following up after sales close.
- Received, responded to and resolved customer issues or complaints quickly, resulting in increased client satisfaction.
- Addressed inquiries from clients and relationship management department team members.
- Contacted customers via phone and email to explore connections, offer services and cement relationships.
- Maintained composure and patience in face of difficult customer situations, applying de-escalation techniques and positive customer support.
- Referred major hardware or software problems or defective products to vendors or technicians for service.

**Account Executive** / Dama Financial - San Francisco, CA

07/2021 - 09/2021

- Drove new business development and client acquisition through cold calling, lead generation and exceptional service.
- Acquired 6 new businesses during my first month of employment and drove revenue streams by providing cutting product demonstrations to clients.
- Maintained updated knowledge of changing industry, standards and trends related to accounts.
- Tracked sales and customer information and produced reports for upper management.
- Cross-sold multiple products such as merchant processing and cash services.
- Marketed via Yesware campaigns, as well as obtained leads from Cannabiz Media.
- Negotiated fees
- Gathered numerous fee schedules from competitors in order to pivot with the ever changing cannabis banking landscape.

**Cannabis Banking Associate** / Jonestown Bank & Trust Co - Lebanon, PA

07/2020 - 07/2021

- Promotes and sells banking products and financial services
- Opens new accounts and serves existing customers based on individual financial needs
- Assisted in the development of JBT's Medical Marijuana and Industrial Hemp website
- Vetted ten Industrial Hemp businesses and two Medical Marijuana businesses (Tier 1 and 3) within a 6 month time frame
- Conducts on-site visits with each new Tier 1 business for compliance verification
- Met or exceeded sales goals by promoting bank products and services in every interaction
- Cultivated positive relationships with key stakeholders and decision-makers as part of successful business practices

**General Manager** / Herbology - Lebanon, PA

07/2019 - 07/2020

- Assisted area managers with proper staffing of facility
- Ensured staff was properly trained for all aspects of their positions, including computer and production skills
- Supervised and evaluated performance of propagation, production, packaging, and security personnel
- Managed daily operations
- Regulated building procedures in order to comply with all state and local ordinances
- Ensured that production was compliant with regulations
- Monitored production to resolve issues
- Organized workflow to meet specifications and deadlines
- Enforced health and safety precautions
- Prepared production reports for upper management and dispensaries
- All other duties and tasks as requested by management

**Director of Sales** / Healthy Hemp / Healthy Hemp Solutions - Harrisburg, PA

05/2018 - 07/2019

- Prepared departmental contracts for attorney approval
- Increased wholesale total sales from \$200,000 to a \$500,000 profit over a one-year period
- Successfully led key projects which resulted in an over-all increase in sales revenue
- Proactively identified and solved complex problems impacting operations management and business direction
- Protected company reputation and built loyal client base by working relentlessly to resolve problems and improve customer satisfaction
- Managed a team of four regional managers who engaged in delivering assistance to customer service department on daily basis
- Planned and executed the vetting of new CBD brands to add onto the existing line-up of quality products

- Created communication strategies to meet client objectives.

**Executive Assistant** / Healthy Hemp Solutions - Harrisburg, PA

10/2017 - 05/2018

- Wrote and distributed executive meeting agendas and minutes to department heads and executive team members
- Collaborated with senior leadership to support new projects including creation of new departments and on boarding of new employees
- Served as point of contact for data acquisition and research
- Served as Executive Assistant to the Director of Distribution providing high-level support on broad range of business initiatives
- Managed sensitive information with discretion while providing administrative support to executive teams
- Coordinated logistics for conferences and seminars, including travel arrangements and venue reservations
- Scheduled and planned meetings and conferences, including site-to-site video conferencing calls, which helped to streamline business operations
- Liaised between regional managers and clients regarding client accounts and new business

**Sales Account Executive** / Healthy Hemp Solutions - Harrisburg, PA

07/2017 - 10/2017

- Built strong, professional relationships through identification of client needs, which increased overall sales and opportunities
- Negotiated and closed deals with minimal oversight
- Consulted with long-term, new and prospective customers to understand needs and propose ideal solutions
- Assisted customers during selection process and helped choose perfect products to meet individual needs
- Met with store managers to discuss product needs, accomplish sales goals and facilitate sales growth
- Planned and followed through with inventory management for each store
- Reached out to customers to set up appointments, check on satisfaction and suggest additional offerings
- Analyzed sales performance and service feedback to drive organizational and operational changes resulting in greater profitability

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## EDUCATION AND TRAINING

**Bachelor of Science:** Psychology

12/2014

Pennsylvania State University - University Park, PA

**Master of Science:** Clinical Psychology

2018

Kutztown University of Pennsylvania - Kutztown, PA

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## WEBSITES, PORTFOLIOS, PROFILES

- <https://www.linkedin.com/in/briellelesh/>

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## CERTIFICATIONS

Certified Banking Professional Certification - CBANC Network

Project Management Professional - Project Management Institute - In Progress