

MELANIE SIMON

Summerville, SC, 29483
 803.528.1171
 Melaniesimon920@gmail.com

DIRECTOR OF OPERATIONS | CONTENT & CREATIVE OPERATIONS | PROGRAM LEADERSHIP

Strategic operations and program management leader with 10+ years of experience leading cross-functional initiatives, optimizing workflows, managing stakeholder relationships, and building scalable systems across nonprofit, workforce development, entrepreneurial, and corporate environments. Proven ability to drive complex projects from concept through execution, coordinate multidisciplinary teams, improve operational efficiency, and align organizational resources to achieve strategic objectives. Experience supporting content initiatives, marketing operations, website development, digital platforms, stakeholder engagement, and cross-functional creative workflows. Recognized for strengthening processes, enhancing accountability, driving operational excellence, and delivering measurable outcomes in fast-paced and evolving environments.

SELECTED CAREER HIGHLIGHTS

- Directed operational activities across seven nationally recognized healthcare system projects, managing three concurrent initiatives and coordinating efforts among 25+ cross-functional stakeholders.
- Led teams of up to 77 personnel across multiple projects, overseeing workflow execution, compliance initiatives, resource allocation, and operational accountability.
- Implemented and optimized 50+ CRM systems and business automation solutions, improving workflow efficiency, reporting capabilities, lead management, and organizational scalability.
- Directed the launch, redesign, and optimization of 25+ websites, coordinating content planning, stakeholder approvals, production timelines, and technology implementation.
- Led strategic planning and operational development for national wellness initiatives supporting 150+ program participants and the planned onboarding of 200+ wellness providers.
- Managed workforce development programming serving 175+ participants across four annual cohorts in partnership with 25 employer and industry organizations.
- Improved regulatory compliance rates by 20% through investigative review processes, performance monitoring, and risk management initiatives.

CORE COMPETENCIES

- | | | |
|---------------------------------|----------------------------|-------------------------|
| • Content Operations | • Strategic Initiatives | • Reporting & Analytics |
| • Creative Operations | • Organizational Alignment | • Performance Metrics |
| • Project Management | • Stakeholder Management | • Process Improvement |
| • Program Management | • Resource Allocation | • Risk Management |
| • Workflow Optimization | | • Change Management |
| • Operational Excellence | | • Audience Engagement |
| | | • AI & Automation Tools |
| • Cross-Functional Coordination | • Resource Planning | |
| • Cross-Functional Leadership | • Production Planning | |
| | • Team Capacity Planning | |
| | • Vendor Management | |

PROFESSIONAL EXPERIENCE

- **HIGH POINT BUSINESS SOLUTIONS, LLC**

Founder & Chief Executive Officer | 2023–Present

- Lead business operations, content initiatives, project execution, and strategic growth efforts for a consulting and operational support firm serving small businesses and organizational leaders.
- Direct cross-functional teams of virtual assistants, marketing specialists, CRM administrators, and contractors supporting multiple concurrent client engagements.
- Develop and optimize operational systems, workflows, SOPs, automation processes, and project management frameworks that improve efficiency, scalability, accountability, and service delivery.
- Implemented and optimized 50+ CRM systems and business automation solutions, improving workflow efficiency, reporting capabilities, lead management, and organizational scalability.
- Directed the launch, redesign, and optimization of 25+ websites, coordinating content planning, stakeholder approvals, production timelines, technology implementation, and project execution.
- Manage resource allocation, project prioritization, operational priorities, stakeholder communication, and workflow execution to ensure the successful delivery of organizational objectives.
- Serve as primary client liaison, coordinating vendor relationships, project planning, reporting, approvals, and strategic initiatives from concept through execution.
- Design executive dashboards, reporting systems, and performance-tracking frameworks that provide visibility into project status, team capacity, operational priorities, and business outcomes.
- Lead delivery of operational support services for executive leadership teams, including board communications, business development initiatives, reporting, process improvement, and organizational planning.

- **INDEPENDENT**

Programs Committee Chair | Board Director | 2020–Present

- Lead strategic planning, operational oversight, and cross-functional coordination for national wellness initiatives serving military spouses and families.
- Direct development and implementation of major organizational programs, including Fuel the Homefront and the Wellness Directory.
- Coordinate cross-functional teams consisting of volunteers, subject matter experts, developers, marketing contributors, and executive leadership to drive organizational alignment, prioritization, and successful execution of strategic initiatives.
- Facilitate project planning, workflow optimization, production timelines, stakeholder engagement, meeting management, and action-item accountability across multiple initiatives.
- Developed operational structures supporting the planned onboarding and management of 200+ wellness providers within a national directory platform.

- Recruited and onboarded volunteers, conducted 25+ stakeholder interviews, and collaborated with leadership teams to guide program strategy and execution.
- Developed executive dashboards, performance reports, and operational analyses to track key performance indicators, stakeholder engagement, and organizational objectives.
- Contributed to 144+ stakeholder meetings, planning sessions, focus groups, and strategic discussions supporting program development and organizational growth.
- Established workflows, reporting processes, and operational standards that strengthened accountability, communication, and cross-functional collaboration.

- **AXION CONTACT**

Operations / Program Manager | 2021–2023

- Spearheaded operational improvement initiatives and risk management strategies supporting seven nationally recognized healthcare system projects and multimillion-dollar portfolios exceeding \$5 million in scope.
- Managed three concurrent projects while leading operational activities for teams totaling up to 77 personnel.
- Coordinated efforts among 25+ stakeholders, including healthcare system leadership, procurement, engineering, construction management, compliance teams, and project sponsors.
- Led cross-functional collaboration to streamline workflows, improve communication, strengthen organizational alignment, and enhance project execution.
- Developed executive dashboards, performance reports, and operational analyses to track key performance indicators, resource utilization, project status, and operational priorities.
- Improved regulatory compliance rates by 20% through investigative reviews, governance initiatives, and risk management processes.
- Managed project controls, production timelines, performance metrics, and stakeholder expectations while ensuring alignment with contractual obligations.
- Oversaw team training, performance evaluations, and compliance education programs that strengthened accountability, operational efficiency, and policy adherence.

- **WORKFORCE OPPORTUNITY SERVICES**

Program Manager | 2023–2024

- Managed workforce development programs serving 175+ participants across four annual cohorts in partnership with 25 employer and industry organizations.
- Directed program operations, participant engagement, reporting, scheduling, stakeholder communications, and project execution activities across multiple concurrent initiatives.
- Coordinated internal teams, instructors, and industry partners to ensure the successful delivery of workforce development programming and organizational objectives.

- Achieved a 100% participant pass rate across OSHA, BSP, and ALC certification pathways through effective program planning, stakeholder engagement, and operational oversight.
- Developed performance-tracking systems, executive reporting tools, and operational processes supporting program success, accountability, and continuous improvement.
- Provided reporting and operational analyses that supported decision-making, resource planning, and organizational effectiveness.

EDUCATION

Bachelor of Science in Business Leadership & Organizational Management
University of Mount Olive | Tillman School of Business

Graduate Studies, Master of Business Administration (MBA)
Johns Hopkins University | Carey Business School

ADDITIONAL ACCOMPLISHMENTS

Recognized with multiple prestigious awards, including the Second Lady Karen Pence Military Spouse of the Year and 305th Wing Key Spouse of the Year, for exceptional contributions to military family support, community service, and innovative initiatives addressing food insecurity and wellness.

CERTIFICATIONS

AIGPE™ Certified Project Schedule Monitoring and Control Specialist

TECHNOLOGY

- | | |
|--|-------------------------------------|
| ● Microsoft Office Suite (Excel, Word, PowerPoint) | ● Google Workspace |
| ● SharePoint, Oracle, Citrix | ● Project Management Platforms |
| ● Data Analysis Tools (Canva, Five9) | ● Reporting & Analytics Tools |
| ● Records Management Systems | ● Workflow Automation Platforms |
| ● GoHighLevel | ● Social Media Management Platforms |
| ● Zoho CRM | ● AI Productivity Tools |
| ● Microsoft Office Suite | |