

# Bonnie Aylor

Oviedo, Fl. 32765 | Mobile: (407) 485-4066 | Email: bonniereagan2016@gmail.com

*Analytics Administrator ♦ Media Analyst ♦ Marketing Communications Manager*

## PROFESSIONAL PROFILE

Highly motivated *Relationship Management Professional* with over 10 years of experience in customer service and IT support industries. I have been recognized for my ability to communicate clearly and concisely and build relationships, being thrust into the duty of point of contact even when I'm not in a customer service role. I have an ability to understand what customers want, increasing employer social media accounts by 130% in popularity and engagement and 90% in domain authority. I have successfully maxed out my social media accounts and increased the auction value of my website by \$1000, more than double the original value with a resounding increase in the monetary value of the other BFC brand sites I own. I have a unique ability to take charge in an instant while adapting to any situation by developing a stepwise plan to meet requirements and goals. *Core competencies include:*

- Communication skills
- Problem Solving
- Commercially Aware
- Time Management
- Task-Oriented
- Strong Customer service
- Change Management
- Business Strategy
- Relationship Building
- Strong work ethics
- Word, Excel, Outlook, PPT
- Financial Dashboards
- Active Listener
- Employee Metrics
- Data Analytics

## PROFESSIONAL EXPERIENCE

***Certified Teacher / Orange County Public Schools | Orlando, Fl*** **11/2023-present**

- Administer assignments and collect data regarding students' ability to complete assigned tasks.
- Analyze collected data to determine fulfillment of educational goals as well as learning needs.
- Periodic assessment of student's ability to self-administer learning concepts.
- Interpret data from self-assessments to update instructional planning as needed.
- Plan learning projects on a predetermined schedule to meet deadlines while optimizing student success.
- Manage environment and individual behavior to create a productive learning environment.

***Educator / Kelly Education Staffing | Multiple, Fl*** **03/2020-present**

- Supervise, teach, anticipate needs, demonstrate lesson plans, and adapt to new situations.
- Initiate clear communication, presentation, and visual representation skills.
- Produce detailed written reports of student behavior, interventions, and learning outcomes.
- Analyze student progress to discover areas of improvement to innovate new methods of communication.
- Schedule a Full-Time list of assignments from available full and half-day absences at various schools.
- Plan travel routes to and from various schools across a region to match a predetermined schedule.

***Area Director / Toastmasters International, Local Club | Tampa and Oviedo, Fl*** **05/2019-present**

- Create business requirements to accomplish club distinguishment awards.
- Generating reports based on club visits to summarize progress and improvement needs for multiple locations.
- Review club distinguishment plans to make suggestions to improve reward status for multiple area clubs.
- Track membership levels for all area clubs to engage clubs to increase member base through promotions.
- Planning and implementing club and area speech contests including recruitment of volunteers and locations.

***Vice President of Education / Toastmasters International, Local Club | Various, Fl*** **05/2019-present**

- Create business requirements to accomplish club distinguishment awards.
- Engage members in completing pathways projects by scheduling speeches along with auxiliary projects.
- Pairing members with mentors then monitoring progress using Excel charts and visuals to illustrate success.
- Coaching at Toastmasters Leadership Institute to share VPE success methods with other district leaders.
- Meeting deadlines for awards progress as well as reporting periods to increase opportunities for success.
- Providing evaluation feedback at meetings to assist members to improve on their speeches.
- Planning and implementing club and area speech contests including recruitment of volunteers and locations.

# Bonnie Aylor

**Analytics Administrator Executive | Dennis Hernandez and Associates, PA | Tampa, FL** **10/2019-03/2020**

- Developed an employee metrics program from interviews with team leads and company document coding.
- Created performance criteria using Pareto root cause analysis.
- Designed a uniform, detailed task entry coding process for the firm's employee billing tracking system.
- Researched anomalies in monthly financial ledgers using AML techniques.
- Developed READ charts in Excel to simplify traceability.
- Instituted a financials dashboard, with predictive forecasting for decision-making processes.
- Assessed departmental expansion possibilities, identifying categorical needs, increasing overall efficiency.
- Negotiated pricing and other terms for partnerships with legal registries to ensure top search placement.
- Revamped the firm's social media, initially increasing engagement by 130% and domain authority 12 points.
- Consulted on marketing process improvements.
- Discovered patterns of success in competition through a top \$30 billion law firm media operations study.
- Developed blogs, social media marketing content, templates, ads, back and forward links, and contacts.

**Media Analyst / Spherion, Inc | Brooksville, FL** **09/2018-03/2019**

- Spearheaded a social media marketing campaign with 2 years distribution lead.
- Initiated qualitative coding and quantitative analytics to increase SEO.
- Increased profits by increasing brand influence by 133%.
- Strategized and developed programs, topics, and events to implement marketing improvements.
- Negotiated, assessed, and secured relationships with local organizations and stakeholders.
- Built a contact database in Excel.

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## EDUCATION and AFFILIATIONS

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**Ph.D. Business Management**, *Capella University*, Minneapolis, MN, 2020

**MBA Business Administration**, *University of Maryland*, Adelphi, MD, 2013

**M.Sc. Environmental Management**, *University of Maryland*, Adelphi, MD, 2012

**B.Sc. Environmental Science and Policy**, *University of South Florida*, Tampa, FL, 2007

**International Toastmasters**, *Vice President of Education plus Area Director*, 2020, 2021, 2022, 2023, 2024

**Mediators Certification**, *Minnesota Bar Association*, 2022

**Leading With Innovation Certificate**, *Project Management Institute*, 2020

**Business Collaboration in the Modern Workplace Cert**, *National Association of State Boards of Accountancy*, 2020

**RPA, AI, and Cognitive Tech for Leaders**, *National Association of State Boards of Accountancy*, 2020

**Learning Data Analytics**, *National Association of State Boards of Accountancy*, 2020

**International SEO**, *National Association of State Boards of Accountancy*, 2019

**Local SEO**, *National Association of State Boards of Accountancy*, 2019

**SEO Foundations**, *National Association of State Boards of Accountancy*, 2019

**Master SQL for Data Science**, *LinkedIn Learning Path Completion*, 10hrs, 2019

**Advance Your Business Analytics Skills**, *LinkedIn Learning Path Completion*, 20hrs, 2019

**Google Analytics for Beginners**, *Google Analytics Academy*, 2019

**Advanced Google Analytics**, *Google Analytics Academy*, 2019

**Unofficial Transcript**
**Name: Bonnie R Aylor**  
**Student ID: 2030815**

 Institution Info: Capella University  
 225 South 6th Street  
 Minneapolis, MN 55402  
 Birthdate: 04/08  
 Student Address: PO Box 642  
 Odessa, FL 33556-0642  
 Print Date: 08/17/2022

<u>Course</u>	<u>Description</u>	<u>Attempted</u>	<u>Earned</u>	<u>Grade</u>	<u>Points</u>
BMGT 7086	Developing an Academic Writing Process	4.000	4.000	A	16.000
BMGT 8006	Business Principles and Practices	4.000	4.000	A	16.000

**Degrees Awarded**

 Degree: Doctor of Philosophy  
 Program: PhD in Business Management  
 Plan: Specialization in Leadership  
 Confer Date: 11/30/2019  
 Degree GPA: 3.875  
 Degree Honors: Graduation with Distinction

Term GPA	4.000	Term Totals	8.000	8.000	32.000
Cum GPA	4.000	Cum Totals	12.000	12.000	48.000

Dissertation Title: The Moderating Effect of Trust on Leadership Style and Knowledge Sharing in the Financial Services Industry: An Explanatory Study

 Program: PhD in Business Management  
 Plan: Specialization in Strategy and Innovation  
 Winter Quarter 2015

**Transfer Quarter Credits**
**Total Career Credits Awarded in Transfer: 5.000**

 Transfer Credit from University of Maryland University College  
 Eligible Toward PhD in Business Management

Eligible

Course Trans GPA: 0.000 Credits: 32.000

<u>Course</u>	<u>Description</u>	<u>Attempted</u>	<u>Earned</u>	<u>Grade</u>	<u>Points</u>
BMGT 8008	Ethics and Leadership in Global Environments	4.000	4.000	A	16.000
BMGT 8030	Management Theory Creation	4.000	4.000	A	16.000

Term GPA	4.000	Term Totals	8.000	8.000	32.000
Cum GPA	4.000	Cum Totals	20.000	20.000	80.000

**Beginning of Graduate Record**

 Program: PhD in Business Management  
 Plan: Specialization in Strategy and Innovation  
 Summer Quarter 2014

<u>Course</u>	<u>Description</u>	<u>Attempted</u>	<u>Earned</u>	<u>Grade</u>	<u>Points</u>
BMGT 8004	Theory and Practice in Business Management	4.000	4.000	A	16.000

Term GPA 4.000 Term Totals 4.000 4.000 16.000

Cum GPA 4.000 Cum Totals 4.000 4.000 16.000

 Program: PhD in Business Management  
 Plan: Specialization in Leadership  
 Spring Quarter 2015

<u>Course</u>	<u>Description</u>	<u>Attempted</u>	<u>Earned</u>	<u>Grade</u>	<u>Points</u>
BMGT 8010	Economics in Global Environments	4.000	4.000	A	16.000
BMGT 8610	Leadership Theory and Practice in a Global Environment	4.000	4.000	A	16.000

Term GPA 4.000 Term Totals 8.000 8.000 32.000

Cum GPA 4.000 Cum Totals 28.000 33.000 112.000

 Program: PhD in Business Management  
 Plan: Specialization in Strategy and Innovation  
 Fall Quarter 2014

**Unofficial Transcript**
**Name: Bonnie R Aylor**  
**Student ID: 2030815**

Summer Quarter 2015					
Course	Description	Attempted	Earned	Grade	Points
BMGT 8612	Leadership as Personal Practice	4.000	4.000	A	16.000
BMGT-R 8921	PhD Colloquium Track 1	0.000	0.000	S	0.000
Term GPA	4.000 Term Totals	4.000	4.000		16.000
Cum GPA	4.000 Cum Totals	32.000	37.000		128.000

Spring Quarter 2016					
Course	Description	Attempted	Earned	Grade	Points
BMGT 8616	Leading Dynamic Systems with Multi-Dimensional Thinking	4.000	4.000	A	16.000
BMGT 8618	Advancing Leadership Theory	4.000	4.000	B	12.000
Term GPA	3.500 Term Totals	8.000	8.000		28.000
Cum GPA	3.929 Cum Totals	56.000	61.000		220.000

Fall Quarter 2015					
Course	Description	Attempted	Earned	Grade	Points
BMGT 8032	Survey of Applied Research Methods	4.000	4.000	A	16.000
BMGT 8614	Leading the Organizational System	4.000	4.000	A	16.000
Term GPA	4.000 Term Totals	8.000	8.000		32.000
Cum GPA	4.000 Cum Totals	40.000	45.000		160.000

Summer Quarter 2016					
Course	Description	Attempted	Earned	Grade	Points
BMGT 8016	Strategic Management and Practice	4.000	4.000	A	16.000
Term GPA	4.000 Term Totals	4.000	4.000		16.000
Cum GPA	3.933 Cum Totals	60.000	65.000		236.000

Winter Quarter 2016					
Course	Description	Attempted	Earned	Grade	Points
BMGT 8018	The 21st-Century Organization	4.000	4.000	A	16.000
BMGT 8034	Quantitative Research Techniques	4.000	4.000	A	16.000
Term GPA	4.000 Term Totals	8.000	8.000		32.000
Cum GPA	4.000 Cum Totals	48.000	53.000		192.000

Fall Quarter 2016					
Course	Description	Attempted	Earned	Grade	Points
BMGT 8040	Advanced Qualitative Research	4.000	4.000	B	12.000
Term GPA	3.000 Term Totals	4.000	4.000		12.000
Cum GPA	3.875 Cum Totals	64.000	69.000		248.000

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Winter Quarter 2017														
Program:	PhD in Business Management						<u>Course</u>	<u>Description</u>	<u>Attempted</u>	<u>Earned</u>	<u>Grade</u>	<u>Points</u>		
Plan:	Specialization in Leadership						GBUS	9960 Dissertation Courseroom	3.000	3.000	S	0.000		
<u>Course</u>	<u>Description</u>	<u>Attempted</u>	<u>Earned</u>	<u>Grade</u>	<u>Points</u>									
BMGT-R	8926 PhD Dissertation Research Seminar Track 2	3.000	3.000	S	0.000									
Term GPA		0.000 Term Totals		3.000 3.000		Term GPA		0.000 Term Totals		3.000 3.000		0.000		
Cum GPA		3.875 Cum Totals		67.000 72.000		Cum GPA		3.875 Cum Totals		76.000 81.000		248.000		
Spring Quarter 2017														
Program:	PhD in Business Management						<u>Course</u>	<u>Description</u>	<u>Attempted</u>	<u>Earned</u>	<u>Grade</u>	<u>Points</u>		
Plan:	Specialization in Leadership						GBUS	9960 Dissertation Courseroom	3.000	3.000	S	0.000		
<u>Course</u>	<u>Description</u>	<u>Attempted</u>	<u>Earned</u>	<u>Grade</u>	<u>Points</u>									
BMGT-R	8927 PhD Dissertation Research Seminar Track 3	3.000	3.000	S	0.000									
Term GPA		0.000 Term Totals		3.000 3.000		Term GPA		0.000 Term Totals		3.000 3.000		0.000		
Cum GPA		3.875 Cum Totals		70.000 75.000		Cum GPA		3.875 Cum Totals		79.000 84.000		248.000		
Summer Quarter 2017														
Program:	PhD in Business Management						<u>Course</u>	<u>Description</u>	<u>Attempted</u>	<u>Earned</u>	<u>Grade</u>	<u>Points</u>		
Plan:	Specialization in Leadership						GBUS	9960 Dissertation Courseroom	3.000	3.000	S	0.000		
<u>Course</u>	<u>Description</u>	<u>Attempted</u>	<u>Earned</u>	<u>Grade</u>	<u>Points</u>									
GBUS	9919 Doctoral Comprehensive Examination	3.000	3.000	S	0.000									
Term GPA		0.000 Term Totals		3.000 3.000		Term GPA		0.000 Term Totals		3.000 3.000		0.000		
Cum GPA		3.875 Cum Totals		73.000 78.000		Cum GPA		3.875 Cum Totals		82.000 87.000		248.000		
Fall Quarter 2017														
Program:	PhD in Business Management						<u>Course</u>	<u>Description</u>	<u>Attempted</u>	<u>Earned</u>	<u>Grade</u>	<u>Points</u>		
Plan:	Specialization in Leadership						GBUS	9960 Dissertation Courseroom	3.000	3.000	S	0.000		
Winter Quarter 2018														
Program:	PhD in Business Management						<u>Course</u>	<u>Description</u>	<u>Attempted</u>	<u>Earned</u>	<u>Grade</u>	<u>Points</u>		
Plan:	Specialization in Leadership						GBUS	9960 Dissertation Courseroom	3.000	3.000	S	0.000		
<u>Course</u>	<u>Description</u>	<u>Attempted</u>	<u>Earned</u>	<u>Grade</u>	<u>Points</u>									
GBUS	9960 Dissertation Courseroom	3.000	3.000	S	0.000									
Term GPA		0.000 Term Totals		3.000 3.000		Term GPA		0.000 Term Totals		3.000 3.000		0.000		
Cum GPA		3.875 Cum Totals		70.000 75.000		Cum GPA		3.875 Cum Totals		79.000 84.000		248.000		
Spring Quarter 2018														
Program:	PhD in Business Management						<u>Course</u>	<u>Description</u>	<u>Attempted</u>	<u>Earned</u>	<u>Grade</u>	<u>Points</u>		
Plan:	Specialization in Leadership						GBUS	9960 Dissertation Courseroom	3.000	3.000	S	0.000		
<u>Course</u>	<u>Description</u>	<u>Attempted</u>	<u>Earned</u>	<u>Grade</u>	<u>Points</u>									
GBUS	9960 Dissertation Courseroom	3.000	3.000	S	0.000									
Term GPA		0.000 Term Totals		3.000 3.000		Term GPA		0.000 Term Totals		3.000 3.000		0.000		
Cum GPA		3.875 Cum Totals		70.000 75.000		Cum GPA		3.875 Cum Totals		79.000 84.000		248.000		
Summer Quarter 2018														
Program:	PhD in Business Management						<u>Course</u>	<u>Description</u>	<u>Attempted</u>	<u>Earned</u>	<u>Grade</u>	<u>Points</u>		
Plan:	Specialization in Leadership						GBUS	9960 Dissertation Courseroom	3.000	3.000	S	0.000		
<u>Course</u>	<u>Description</u>	<u>Attempted</u>	<u>Earned</u>	<u>Grade</u>	<u>Points</u>									
GBUS	9960 Dissertation Courseroom	3.000	3.000	S	0.000									
Term GPA		0.000 Term Totals		3.000 3.000		Term GPA		0.000 Term Totals		3.000 3.000		0.000		
Cum GPA		3.875 Cum Totals		70.000 75.000		Cum GPA		3.875 Cum Totals		79.000 84.000		248.000		

**Unofficial Transcript**
**Name: Bonnie R Aylor**  
**Student ID: 2030815**

Term GPA	0.000	Term Totals	3.000	3.000	0.000
Cum GPA	3.875	Cum Totals	85.000	90.000	248.000

 Summer Quarter 2019  
 Program: PhD in Business Management  
 Plan: Specialization in Leadership

<u>Course</u>	<u>Description</u>	<u>Attempted</u>	<u>Earned</u>	<u>Grade</u>	<u>Points</u>
GBUS 9960	Dissertation Courseroom	3.000	3.000	S	0.000

 Fall Quarter 2018  
 Program: PhD in Business Management  
 Plan: Specialization in Leadership

<u>Course</u>	<u>Description</u>	<u>Attempted</u>	<u>Earned</u>	<u>Grade</u>	<u>Points</u>
GBUS 9960	Dissertation Courseroom	3.000	3.000	S	0.000

Term GPA	0.000	Term Totals	3.000	3.000	0.000
Cum GPA	3.875	Cum Totals	97.000	102.000	248.000

Term GPA	0.000	Term Totals	3.000	3.000	0.000
Cum GPA	3.875	Cum Totals	88.000	93.000	248.000

 Fall Quarter 2019  
 Program: PhD in Business Management  
 Plan: Specialization in Leadership

<u>Course</u>	<u>Description</u>	<u>Attempted</u>	<u>Earned</u>	<u>Grade</u>	<u>Points</u>
GBUS 9960	Dissertation Courseroom	3.000	3.000	S	0.000

 Winter Quarter 2019  
 Program: PhD in Business Management  
 Plan: Specialization in Leadership

<u>Course</u>	<u>Description</u>	<u>Attempted</u>	<u>Earned</u>	<u>Grade</u>	<u>Points</u>
GBUS 9960	Dissertation Courseroom	3.000	3.000	S	0.000

Term GPA	0.000	Term Totals	3.000	3.000	0.000
Cum GPA	3.875	Cum Totals	100.000	105.000	248.000

Term GPA	0.000	Term Totals	3.000	3.000	0.000
Cum GPA	3.875	Cum Totals	91.000	96.000	248.000

 Academic Program Summary  
 Graduate Career Totals

	<u>Attempted</u>	<u>Earned</u>	<u>Points</u>
Cum GPA:	3.875	Cum Totals 100.000	105.000 248.000

 Spring Quarter 2019  
 Program: PhD in Business Management  
 Plan: Specialization in Leadership

<u>Course</u>	<u>Description</u>	<u>Attempted</u>	<u>Earned</u>	<u>Grade</u>	<u>Points</u>
GBUS 9960	Dissertation Courseroom	3.000	3.000	S	0.000

Graduated in accordance with July 2016 requirement changes.

End of Unofficial Transcript

Term GPA	0.000	Term Totals	3.000	3.000	0.000
Cum GPA	3.875	Cum Totals	94.000	99.000	248.000