

SAVANNAH LORD

• savlord24@gmail.com • [LinkedIn](#) • [UX Portfolio](#) • Charlotte, NC

EDUCATION

Bachelor of Arts in Psychology; Education Minor

The University of North Carolina at Chapel Hill

EXPERIENCE

Intake Coordinator

Jul 2024 - Present

Connect Couples Therapy & In Session Psych - *Charlotte, NC*

- Manage intake process by handling emails, calls, and web inquiries, pairing clients with therapists for first sessions
- Increased intake conversion rate to 53% by enhancing customer service and streamlining scheduling and client onboarding
- Contribute to client engagement strategies, generating and executing ideas to improve outreach efforts
- Represent the practices at networking events, fostering community partnerships and referrals

Founder/Freelance Photographer

Oct 2018 - Present

Shots By Savvy Photography - <https://shotsbysavvyphotography.com/>

- 5+ years of experience capturing a wide array of photographic styles with a 20% increase in bookings for 2023
- Create captivating visuals through artistic innovation and expertise
- Revitalized website design and social media strategy, expanding customer outreach and enhancing service visibility for engagement
- Conduct a personalized relationship delivery approach for clients to create meaningful rapport

Student Success Navigator

Sep 2022 - Jul 2023

Central Piedmont Community College - *Charlotte, NC*

- Facilitated seamless student onboarding and registration processes
 - Leveraged complex CRM tools to track and analyze student progress to implement targeted solutions
 - Refined & presented interactive orientation sessions for groups of 100+ students both in-person and virtually
 - Managed caseload of 700+ students, assisting with retention efforts
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LEADERSHIP

Member & Editor for UNC Yearbook

Aug 2017 - Aug 2020

Yackety Yack - *Chapel Hill, NC*

- Directed team operations by overseeing member assignments, scheduling camera transitions, and hosting office hours to promote workflow efficiency
 - Collaborated with teams, crafting innovative content strategies to draw sales and engagement
 - Led end-to-end recruitment processes, expanding photography team to 15+ members successfully
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ADDITIONAL INFORMATION

- **Skills:** Wireframing, Prototyping, Organization, Detail-Oriented, Strategic Problem-Solver, Creativity, Cross-Functional Communicator, Presentations, Multitasking, Adaptability, Critical Thinking, Onboarding, Administrative Tasks, Customer Service, Data Entry, Task Prioritization, Outreach, Event Planning
- **Tools:** Figma, Microsoft Office Suite, Google Suite, Canva, CRM Platforms, Adobe Lightroom, SPSS & Qualtrics, EdTech Platforms, Wix
- **Certificates:** Google UX Design Professional Certificate (2024)