

Carla Heywood

{ Software / Marketing / Finance }



(858)-285-5586 | hello@carlaheywood.com

www.linkedin.com/in/carlaheywood | <https://github.com/CarlaHeywood>

{ SUMMARY }

"A jack of all trades is a master of none, but often times better than a master of one." - William Shakespeare

Dynamic results-driven project manager with 8+ years of diverse sales, finance, and technology experience

- Meticulous research, analysis, and planning to prepare for all meetings
- Drafting comprehensive proposals, statements of work, and presentations
- Proficient in utilizing project management tools and software
- Effectively define, launch, and drive projects through their lifecycle, ensuring objectives are achieved on time and within scope
- Dealing with ambiguity being adaptable and proactive while managing changing project requirements using Agile methods to ensure successful project delivery
- Delivering project success working with clients in a variety of industries
- Collaborating, coordinating, and delegating tasks with a team to execute the proposed project seamlessly and within budget
- Making decisions focused on the client's preferences and gathered data from market research and competitor analysis
- Results-driven, detail-oriented, self-motivated, with an immense amount of grit, resilience, and perseverance
- All while providing exceptional world-class customer service

{ EDUCATION }

Present **University of California, San Diego**
Math - Computer Science, BS

2016 **Broward College**
Computer Science, Associate's

{ SKILLS }

Python	JavaScript	Figma
Django	Typescript	MeridianLink
React/Next.js	MongoDB	Calyx
WordPress	APIs	Salesforce
PHP	AWS	Jira PM
SQL	Docker	Asana PM
SEO	Full-Stack	Trello PM

09/2017 - **Project Manager & Software Developer**

Present *Creative Blue Media*

- Demonstrating excellent communication and negotiation abilities to close deals and maintain client relationships
- Project Manager: Handling Agile project proposals, planning, timelines, milestones, and budget. Acting as the main point of contact for clients, ensuring customer satisfaction
- Utilizing Jira/Asana/Trello for project management, task delegations, and progress tracking
- Monitoring project expenses, tracking receipts and invoices to prevent budget overruns
- Maintain communication with clients, keeping project teams informed about project status, objectives, and expectations
- Creating documentation and reports to communicate project progress and outcomes to clients
- Lead Generation: Trade show booths, networking events, social media marketing, cold calling, and email marketing to find new clients
- Developing brand strategy: Preparing presentations and facilitating workshops to learn about the client's business and their vision to develop effective brand strategies
- Recruiting and conducting interviews to find the talent needed to complete projects, then understanding their capabilities
- Delegating project tasks to the best-suited team member based on their experience, strengths, and weaknesses, assigning to individuals to deliver exceptional results
- Marketing: Creating logos, banners, social media posts, websites, Google Ads, and Facebook Ads to attract and engage potential clients.
- Graphic Design: creating quality design marketing deliverables for clients using Adobe Illustrator and Adobe Photoshop

- Freelance developer to agency owner at Creative Blue Media, offering software and digital marketing solutions to visionaries making a positive impact in their community
- Website Developer: Designed and developed websites using WordPress, Squarespace, Shopify, and custom code using various frameworks.
- Leveraged SQL expertise to manage and secure SQL servers, protecting against potential security threats

12/2014 - **Specialist**

04/2023 *Apple Inc.*

- Demonstrated technical expertise as an iPhone repair technician and Technical Specialist during the battery repair recall program
- Building relationships with new customers as they explore the possibilities with Apple products
- Meeting sales quotas while offering world-class customer service to enrich lives and ensure customer satisfaction online and in store
- Creating presentation content for meetings online and in-store
- Facilitated team meetings for 30+ Employees online and in-store
- Utilized problem-solving skills to identify and troubleshoot customer issues effectively
- Excellent technology skills keeping up to date with the latest technology
- Scheduled in-store appointments for device repairs online, also in-store utilizing iPad and iPhone software
- Followed technical guides and documentation providing online technical support to troubleshoot customer issues and created tickets for escalations
- Documenting in detail all steps taken to troubleshoot and repair devices, notating the customer's account online and in store
- Retail schedule including weekends, evenings, and some holiday shifts

02/2017 - **Web Design Intern**

02/2018 *Media Arts Center*

- Created marketing deliverables for events and company updates
- Became proficient in Adobe Illustrator and Photoshop

- Contributed to the final 2019 Latino Film Festival WordPress website, highlighting web development skills
- Miscellaneous design and development tasks like converting/resizing files, and website maintenance

06/2014 - **Social Media Manager & Website Developer**

02/2020 *Guardians for the Missing*

- Developed the content strategy to build their online presence
- Demonstrated expertise in website development, creating and maintaining their website using various tools and platforms like WordPress
- Implemented social media strategy, showcasing proficiency in digital marketing and social media management
- Creating marketing materials for fundraising events, t-shirts, and social media platforms

05/2021 - **Mortgage Loan Originator**

Present

Straight Deal Mortgage	<i>NEXA Mortgage LLC</i>	<i>Global Equity Finance, Inc.</i>
August 2023 to Present	January 2023 to August 2023	May 2021 - December 2022
Independent	Independent	Call Center

- <https://www.zillow.com/lender-profile/carlaheywood/>
- Mortgage Loan Officer - NMLS 2150817: AZ, CA, CO, FL, PA, WA
- Handling inbound hot and warm transfers from sales associates
- Execute daily outbound calls to non-contacted leads and booked appointments to pitch available loan options
- Successfully managed mortgage loan origination processes, showcasing strong organizational skills and attention to detail
- Database management including updating customer information
- Utilized software and internet-based technologies to streamline operations and enhance efficiency with automation
- Successfully managed mortgage loan origination processes, showcasing strong organizational skills and attention to detail
- Extensive knowledge of financial products and services, including various loan types such as conventional, FHA, VA, jumbo loans, and HELOCs

- Expertise in conducting thorough financial analyses and risk assessments to determine loan eligibility and affordability for borrowers
- Skilled in building strong relationships with clients, real estate agents, and other stakeholders, fostering a robust referral network
- Expertly navigate complex credit histories, devising creative and innovative solutions and strategies to address credit challenges and improve borrower eligibility for successful loan approval
- Experienced in guiding clients through the entire loan process, from pre-qualification to loan closing, ensuring a seamless and positive experience, and high customer satisfaction
- Keeping up with market trends, interest rates, and regulatory changes to provide clients with accurate and up-to-date financial advice
- Proficient in evaluating creditworthiness, income verification, and debt-to-income ratios to assess borrowers' financial capabilities
- Adhere to all regulatory and compliance requirements, ensuring all loan applications and documentation meet industry standards and guidelines
- Demonstrating strong attention to detail and accuracy in preparing loan documents, contracts, and financial statements for submission and review
- Demonstrating a commitment to continuous professional development by participating in industry-related training and certifications