

# Cindy Burdette

## Director of Marketing and Operations

Change Agent, Collaborative Leader, Chaos-Tamer

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Chaos and discomfort are the intersections where creativity thrives. I enjoy chaos. Stabilizing teams and shaping them into high-performing go-getters feeds my soul. For me, business is about being brave and building trusting relationships to achieve amazing results. As a high-energy extrovert, I effortlessly connect with people at all levels. I'm a big believer in the power of evolutionary change and have a knack for cutting through the noise to identify and address root issues with ease.

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## Skills

- Manage large-scale projects across multiple departments and vendors
- Deep knowledge of operations management, metrics, staff recruiting, training, and retention
- Customer experience designer skilled at website testing and business process evaluation
- Skilled in data analysis for decision-making
- Motivate and lead multiple teams of 60+
- Fiscal responsibility for budgets \$2.5M+
- Strategic marketer adept in website development and content creation
- Highly proficient at conflict resolution and escalation management
- Writing Portfolio: [content samples](#)

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## Experience

OCTOBER 2014 - PRESENT

### Director of Customer Service / Maritz Global Events, Frederick MD

Manage multi-location customer service team servicing 300+ events and 750,000 transactions annually. Responsible for management of 65+ staff, strategic planning, \$2.5M budget, and ACD-system technical management. Stabilized operations, reduced call answer speed from ten to two minutes within five months. Accountable for meeting contracted service-level metrics including call/chat ASA, email and order entry turnaround times, and transaction quality measurements.

#### NOTABLE ACHIEVEMENTS

- Developed volume forecasting model, daily staff schedule, built part-time flex team, and created trainer/supervisor roles without negative budget impact. Front line team support improved service quality, team satisfaction and reduced turnover by 90%
- Implemented Panviva knowledgebase including vendor selection, contract negotiation, user training, system architecture, conversion for 220+ events, and analytics. Architected system to integrate with future AI chatbot technology and guest self-service search.
- Conducted search for and implemented outsourcer (BPO) for volume overflow and 24/7 coverage.
- Certified as a Master Designer. Elite immersion program combining experience design thinking, methodologies, and behavioral science with the goal of changing our culture and our clients' events.

AUGUST 2013 – OCTOBER 2014

### Director of Marketing / Shockley Honda, Frederick MD

Executed marketing strategy integrating traditional and digital methods for two \$60M+ automotive dealerships. Responsible for brand management, digital marketing, website development, social media, multiple events, print materials, site signage, community outreach, and media relations.

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## Experience

### SHOCKLEY HONDA NOTABLE ACHIEVEMENTS

- Directed link-building and SEO campaign to increase the website's credibility and drive traffic. Boosted traffic by 42% over prior year using marketing automation techniques.
- Managed inventory streamlining project. Collaborated with eight vendors to re-work inventory feed and reduce ongoing points of failure. Resulted in 95% web inventory up-time.

APRIL 2009 – JULY 2013

### **Director of Marketing and Fleet Accounts / WLR Automotive Group, Frederick MD**

Executed multi-faceted marketing strategy for 17 retail locations throughout six regions. Accountable for brand management, digital marketing, social media, content development, site signage, events, community outreach, and media relations. Managed \$1.1M budget; delivered under-budget, high-performing results each fiscal year.

### NOTABLE ACHIEVEMENTS

- Increased campaign response by 49% within two years driving revenue up 44% totaling \$7M in 2012.
- Created customer loyalty program. Led initiative vendor selection, project management, and staff training. Secured 90K members comprising 65% of invoices who spent 10% more than non-members.
- Executed 25K for Good web contest to celebrate 25<sup>th</sup> anniversary. Managed site creation, marketing, and user support. Contest results: 64 nominated groups, 21,070 registered voters, 111,422 votes cast

OCTOBER 2008 – APRIL 2009

### **Director, Circulation and Customer Care / United Communications Group, Gaithersburg MD**

New position, provided leadership for business-critical teams immediately following a company-wide reduction in force. Managed logistics for four departments; responsible for fulfillment, marketing support, and customer care for 1,200+ products. Operations lead for databases totaling 10 million records and outsourced vendors.

SEPTEMBER 2002 – OCTOBER 2008

### **Director, Development and Marketing / Mental Health Association, Frederick MD**

Executed development, marketing and community outreach for large non-profit with annual budget of \$2M. Accountable for donor acquisition, special events, membership campaign, database management, public relations, newsletter, website, graphic design and copywriting. Built annual benefit, The Catocin Affair, into MHA's largest fundraiser exceeding \$132K in net proceeds for 2008, an increase from \$7,500 when hired in 2002.

JANUARY 2002 – JULY 2002

### **Project Manager/Consultant, Aspire Frederick / City of Frederick, Frederick MD**

Consultant hired to manage grass-roots effort to include citizens in the city's strategic planning initiative. Responsible for budget, survey to 50,000 citizens, volunteer recruitment, public relations, and special events.

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## Technology

Quickly learn and adapt to virtually any database platform, web application, CRM, or transaction-based software. Specific skills: Microsoft Teams, advanced Excel skills, Genesys PureConnect ACD system, Panviva Knowledgebase, BaseCamp HQ, Asana, Trello, WordPress, Google Analytics, email broadcast platforms, and content management systems.

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## Education

**Bachelor of Science in Marketing / Bradley University, Peoria, IL**

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# Community Involvement

MAY 2020 - PRESENT

## **Maryland Responds Medical Reserve Corp, Maryland Department of Health**

Volunteer trained to support the community during public health incidents and other emergencies.

2016 – 2019

## **Court Appointed Special Advocate (CASA), Mental Health Association of Frederick County**

Serve on behalf of children in the foster care system recommending to judge permanent placement option for minor based on extensive interviews and relationship with child.

2011 – 2013

## **Board Member, Golden Mile Alliance**

2007 - 2008

## **Leadership Frederick County Participant**