

SHERI J. HART

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SUMMARY

Manager with 16+ years of agency experience in the marketing and advertising fields. I am a leader of people with an eye for detail, and providing a moral compass to regulated industries by building strong relationships with employees and clients. A highly effective communicator, and mediator, with strong interpersonal skills and a track record of managing relationships and accomplishing objectives.

EXPERIENCE

Sept 2016-
Present

Compliance Manager, *ReachMobi*

- Oversee the channel's email, mobile advertising, and push notification channel quality assurance, with proprietary and external advertising procedures, regulations, and rules.
- Responsible for all communication of new policies, procedures, and training information to all teams and various levels of executive management.
- Foster relationships across multiple teams and vendors in order to gain trust and understanding, making difficult conversations less adversarial and helping business decisions to be made with all accountable information, to bring both company and customer success.
- Responsible for consistent presentations and training to all employees on CAN-SPAM, California Anti-Spam Law and internal Marketing Guidelines.

July 2014-Sept
2016

Compliance Manager, *Keypath Education*

- Managed a team of Compliance Officers, working to provide quality, compliant information for the client base.
- Utilized high attention to detail skills to investigate and resolve issues, while offering guidance both internally, and to our external partners. Strong communication skills and willingness to mediate difficult conversations was required.
- Created and implemented a strong employee coaching program. Use program to coach managers and senior level employees who would be coaching their teams in skills such as giving constructive feedback, employee annual reviews, setting goals, asking strong questions, and engaging employees.

- April 2012-July 2014 **Compliance Supervisor, Keypath Education**
- Responsible for the creation of a Compliance Team when the education sector's regulatory environment changed and required strong risk management skills and new transparency into marketing practices due to Gainful Employment Laws.
 - Trained a new team of Compliance Officers on all the specific requirements of compliant advertising, as well as the soft skills required in the position.
 - Created reporting; responsible for working with all levels of executive management keeping them informed on new policies and procedures with the new team.
- Oct 2006-April 2012 **Senior Compliance Officer/Compliance Officer, Keypath Education**
- Sole member of the Compliance Department, responsible for all agency compliance practices. Primarily, content accuracy and ad hoc client request for needed updates.
- Sept 2003-July 2005 **Partnership Developer, Keypath Education**
- Facilitated the creation of the corporation's affiliate network, working with website owners to create web-based opportunities for our clients to find quality partnerships, increasing their ability to raise conversion rates.
- March 2002-Sept 2003 **Media Buyer, Keypath Education**
- Responsible for client traditional media placement. Experience with Television, Print, Radio, and Digital Media advertising.

EDUCATION

1988-1993 Bachelor of Music, Lawrence, KS, *University of Kansas*

ORGANIZATIONS/HONORS

Board of Directors – University of Kansas Alumni Association, Kansas City Network (Member/Secretary/Student Recruitment Committee)

Regional Executive Committee – Sweet Adelines International – Spirit of the Midwest Region 5 - Communications Coordinator

Leadership Team - Vocal Standard – Communications/PR Chair

Keypath Education – Employee of the Month – July 2010/November 2011

Keypath Education – Brand Champion/Humanity in the Workplace Campaign – July 2016