

Denise Moody

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AREAS OF EXPERTISE

Wellness Coach: 20 + years as a Certified Family Herbalist, Essential Oils Wellness Advocate and Emotional Release Coach. I have created, implemented and facilitated Women's retreats, which resulted in exceeding financial receipts, top customer ratings and requests to return again.

- Coached clients in helping them recognize negative patterns, limiting beliefs and internal strife that is affecting their overall health
- Using proven release techniques backed by science, has assisted clients in moving to a higher level of understanding, personal acceptance and emotional release.
- Facilitated training additional coaches and wellness advocates

Event Management – Received top ratings as Director of Franklin Covey Sales and Consulting conferences, with on-time conference deliverables and under budget every year. Responsible for all pre-event and on-site event production

- Managed event messaging and desired outcomes, as well as overall event marketing and learning strategy
- Liaison for program content creation, presenter relations, assisted in creating content and confirming presenter content, ensuring content fit the desired outcomes
- Directed event branding, including branding event media and marketing materials, event communication and any participant deliverables (Swag)
- Directed conference production teams, including communication, project deadlines, desired outcomes and individual responsibilities.
- Responsible for budgeting, financial outcomes and contract negotiations

Project Management - Proven ability to manage simple to complex projects resulting in 95% of projects delivered on-time or early, under budget and with excellent results.

- Managed implementation process from birth to completion.
- Effectively and proactively managed project communication, timelines, milestones, schedules and deliverables to key stakeholders and client.
- Liaison with key internal and external stakeholders to manage roadblocks, project creep, risks, concerns and issues and feature requests.
- Effectively worked with all stakeholders to manage project details, implementation guidelines.

Process Management - Highly skilled at putting together and simplifying processes resulting in greater work efficiencies.

- Re-worked daily project task management to streamline and create greater efficiencies.
- Organized and set up home office base for 2 separate companies, complete with equipment, processes, accounting and marketing.

Detail Orientation - An eye for detail and a knack for finding the hidden issues and consequences, resulting in 1000+ saved man-hours.

Networking - Excellence in working cross functionally, gaining vendor confidence, interdepartmental buy-in, and in building trust and cooperation.

Training and Facilitating – 10+ years of training and workshop/seminar facilitation experience.

Customer Service - Excellent skills in creating relationships, listening for customer needs and exceeding expectations where possible.

Sales – 10+ years of sales, including telephone sales, direct marketing and retail.

Communications - Strong cross functional communications skills both written and verbal, resulting in strong teams and understanding of project expectations and results.

WORK EXPERIENCE

- Sorsi: 6 years. (Current) **Strategic Programs Director**
- Becoming Powerful /doTERRA: 7 yrs. (Current) **Personal Coach/REDI Facilitator, Wellness Coach/Trainer**
- Emida Technologies: (Software) 4Yrs - **Product Manager/Program Manager/IT Project Manager/Trainer**
- Acumen Learning: (Training) 1 year – **Office Manager/Marketing**
- Memories From The Heart: 3 years – **VP of Marketing**
- Franklin Covey: (8 Yrs) – **Sr. Project Lead – Training** and Director of Sales and Marketing Conferences

EDUCATION

BS Marketing & Behavioral Science, 2001 Utah Valley University, Magna Cum Laude

AS Home Mgmt and Family Economics, Ricks College (BYUI)

Certified Family Herbalist (1997)

Certified Essential Emotions Coach (2010)

Certified Aroma Touch Technique (2010)