



Brianna Edser (nee MacKellar)

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REFERENCES & TESTIMONIALS

www.linkedin.com/in/briannamackellar

Margaret Graziano – CEO
KeenAlignment

"I have enjoyed working with Brianna as a contractor to KeenAlignment, she works hard and does her best to deliver results. She gets along with others and enjoys working on projects where collaboration and team work are key to success. She also interacts well with customers and external partners"

Jenny Arnold Still – Lead Instructional Designer
KeenAlignment – University Project

"It has been my pleasure to work with Brianna during an intensive, 6-month university and training launch for a hardware technology company. Brianna consistently demonstrates excellent project management and communication skills -- keeping a team of instructional designers, authoring programmers and customers on track. She executes with grace, attention to detail and the ability to think ahead to the next task within the project management sphere. Brianna's professionalism and her abilities to navigate project challenges with effective solutions are outstanding"

Karla Donaire – Operations Coordinator & Associate Consultant
KeenAlignment

"It has been a pleasure working with Brianna over the past year at KeenAlignment. She is sharp, ready to pitch in on any projects, a dedicated team member, and has excellent customer service skills. I was particularly impressed by her ability to quickly learn the processes, make suggestions when necessary and own her area of expertise. I highly recommend her as she would be an asset to any team she is a part of!"

Sheila Durden – Associate Consultant & Product Development Manager
KeenAlignment

"Working with Brianna at KeenAlignment, LLC for 9 months, I experienced her as highly efficient, organized, detail oriented, responsive and dependable. I knew that no matter the project, if I needed her assistance, Brianna would enthusiastically come through every time. In her project management, administration and eLearning course creation roles, she established, enforced and managed project deadlines with direct communication and an engaging disposition. She managed the fluid schedules of the CEO and core consultants adeptly. Taking a lead role in sourcing and soliciting speaking opportunities, as well as social media management, Brianna consistently showcased effective multitasking, innovative thinking and a collaborative attitude. She is a valuable asset on any team to promote efficiency and teamwork."

Georgie Cooke – Freelance Digital Producer & Campaign Manager
News Corp Australia

"I had the pleasure of working with Brianna in her time as both an account executive and as an account manager at news corp. Brianna's dedication to customer service was second to none, and she could always be relied upon to provide her customers with innovative solutions to their business needs. She also consistently demonstrated both an eagerness and willingness to learn and a high level of attention to detail, ensuring that

all of the work she produced was of the highest standard.

As a campaign manager it is important to work with a sales team that understands the nature of the work that we do, and is willing and able to manage the clients' expectations in order to manage the high volume and high stress periods within this role. I could always rely on Brianna to not only manage client expectations and thus the stress placed on the campaigns team, but to provide clients with a solution that was agreeable and resulted in a better working relationship for all involved.

Brianna is extremely professional in her approach to her work, and is also able to quickly develop rapport with both internal and external stakeholders.

Brianna is an asset to any team she works in and I would not hesitate to recommend her"

Brooke Rudzis

Group Sales Director at News Corp Australia and now owner of Sunday Minx Homewares

"I had the pleasure of working with Brianna MacKellar at News Corp Australia for over 3 years within the National Sales team.

As a Group Sales Director, I was seeking an employee who was approachable, diligent, organized, was an active team member and had a can-do attitude. Brianna over delivered on all of these qualities and was an extremely valuable and successful member of my team.

Initially in her role as Account Executive, Brianna was responsible for all administration tasks within the team, management of all advertising bookings, monthly reconciliations of accounts, diary management for her leaders and responding to all general enquiries from within her client portfolio. She efficiently managed a very demanding schedule and consistently delivered a work ethic any manager would be proud of. Her organization skills are superior and she regularly kept the team operating at the high level I expected.

Brianna was quickly promoted to a Digital Account Manager where she further developed her skill set with client relationship management, proactive sales ideation, digital media knowledge and regular public speaking. In addition to her excellence in administration, she was very successful in her role and a great addition to our team.

I wholeheartedly can recommend Brianna to any employer looking for a polite, respectful, organized and highly efficient worker. Brianna would be an asset to any company and brings with her a wealth of knowledge and an ability to make the most disorganized person look organized!

I wish Brianna the best of luck in her future employment endeavors."

Tennille Burt

Commercial Director @ We Magazines

"Brianna was employed in the role of Advertising Manager at We Magazines, representing our websites The Hoopla and Birdeemag in market for 12 months.

Within this role, Brianna has successfully grown the revenue base of both sites, by providing innovative content solutions to advertisers including native content.

With a solid understanding of digital advertising and its metrics, Brianna is able to easily form relationships with key decision makers, ensuring we are top of mind for client briefs and bookings. As a small Publisher these relationships are invaluable.

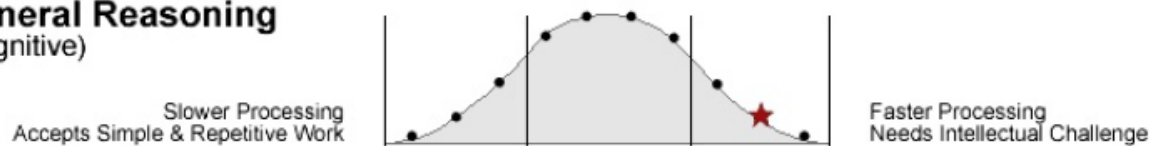
She also excels in the core sales competencies of pipeline management, revenue analysis, and project management.

Brianna is a highly organized, solution focused, sales professional and a delight to work with. I have no hesitation in recommending her for another digital sales role."

Administrative - Senior Job Fit Report for Brianna Edser

Overall: 100%

General Reasoning (Cognitive)



- Brianna learns new information very quickly which is well matched for many senior and executive level administrative roles
- Brianna may be seen as too quick to act by those who do not process information as quickly
- Can easily become bored if the job does not require continual learning and complex problem solving

Question: Describe a time when you thought you were going to be able to work on some exciting projects but were stuck doing mundane tasks every day. What did you do?

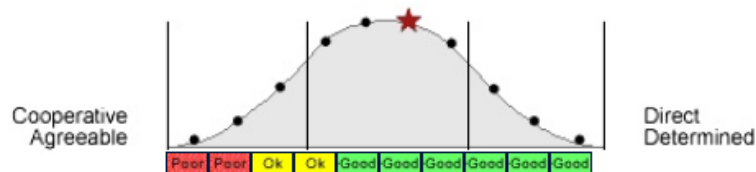
Conscientious (Organization)



- Brianna has a good balance between being detail oriented and being able to respond to unexpected requests
- Administrative or Clerical roles that require a particularly high attention to detail continually throughout the day may be more difficult

Question: Give me an example of a time when you demonstrated strong organizational skills to ensure a project was completed on time?

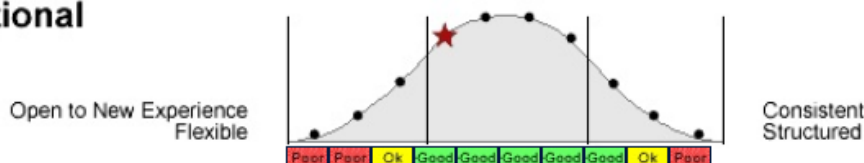
Tough Minded



- Others will usually view Brianna as easy going and likeable
- Usually takes direction well and at the same time provides direction to others when necessary
- Will be comfortable with moderate levels of confrontation which means that some senior administrative roles may be more stressful and difficult for Brianna
- Comfortable making some decisions without direction from others unless those decisions are viewed as confrontational

Question: Give me an example of a time when you had to explain some new procedures to coworkers. How did you go about it?

Conventional (Rules)



- Brianna usually has a balanced need for structure and for dealing with unexpected requests during the day
- Brianna can be consistent and follow procedures, but also able to make exceptions when necessary
- Better suited for administrative or clerical roles where there is some variety in work assignments

Question: Give me an example of how you have handled an unexpected problem. What did you do?

Extroversion



- Brianna is usually seen as friendly
- Has a good balance between talking and listening to others
- Brianna's has a moderate need to interact with others during the day

Question: Tell me how you have managed to concentrate on your work even though there were many interruptions during the day.

Stable



- Brianna usually handles pressure well unless it is extreme and frequent
- Typically has a balanced sense of urgency with others

Question: Tell me about a situation where you had many jobs to do and there wasn't enough time to do them all. How did you get everything done?

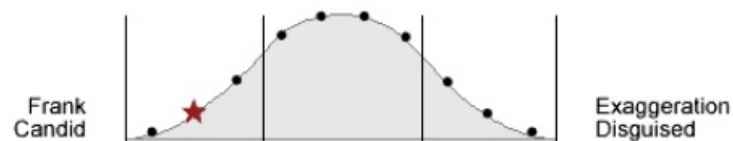
Team



- Brianna tends to look for win-win solutions for everyone
- It is motivating for Brianna to occasionally be acknowledged for individual contributions to the team

Question: Describe a time that you really enjoyed a project because of the people you were working with. What was the situation?

Good Impression (Social Desirability)



- Brianna's responses have been frank and open
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