



Dawn M. Cerrato

Director of HR and Management Consultant

- Performance Improvement
- Strategic Planning & Execution
- Leadership & Staff Development

Summary: Focused, results oriented and decisive leader with expertise in Human Resources, Performance Management, Communications, Organizational Development and Strategic Planning with small to mid-sized organizations. Creative and innovative entrepreneurial executive driven to achieve results through effective strategic planning and execution, measurement and assessment of targeted results and by building solid client relationships and strategic alliances.

Management and HR Skills

- Motivational Leadership
- Proven HR Leader
- Builder of Strategic Alliances
- Career and Leadership Development Coach
- Performance Management and Recruiting
- Employee Relations Expertise
- Project Management
- Organizational Effectiveness & Development
- Talent Recruitment, Development and Management
- Change Management Specialist
- Persuasive Communicator and Impactful Public Speaker
- Resourceful, Analytic and Passionate

Professional Experience

SYNERGY MANAGEMENT ASSOCIATES- Concord NH

Management Consultant and Career Coach

4/2009-Current

Design, develop and deliver performance management and improvement solutions for small to mid-size companies, **averaging an 8% gain in productivity and profitability**. Designed and delivered career coaching training and one-on-one counseling to individuals and companies.

Key Achievements:

- Developed innovative customer centered business solutions that allowed clients achieve an **8% or greater improvement** in sales and a *15% or greater improvement in productivity* through performance management, recruitment of top talent and process improvements.
- **Achieved a 98% customer satisfaction rate** for all one-on-one career coaching and training programs with 80% of all individuals achieving their career and performance goals within 6-9 months of program completion.
- Design and deliver all key company communications to **achieve a 93% click to open rate and a 79% close rate** for all proposals to client conversions.

CCA GLOBAL PARTNERS- Manchester, NH

Billion-dollar Co-Op organization focused on all market segments in Retail Floor Coverings, Banking and Biking

Director of Communications- All Retail Groups

3/2009-6/2009

Director of Communications- Flooring America and IDG

4/2008-3/2009

Director of Member Relations

1/2005-4/2008

Manager of Member Relations

5/2003-1/2005

Direct, design and effectively deliver all core company communications and consulting services through a variety of mediums including one-on-one via the phone and in person, the web, e-communications, video and stand-up presentations to secure member engagement and participation in key programs and purchasing.

Key Achievements:

- **Increased member engagement, participation and sales of key products and services by 52%** as measured through surveys and satisfaction ratings by improving member benefits, improved communications, community engagement, and impactful presentations from 1-500 individuals and through the enhancement of all web, print and video marketing and communication mediums.
- **Achieved substantial increases in the purchase of core products over 6 years by at least 8% through** successful team and project management which resulted in process improvements, compelling communications and increased value to members.
- **Increased membership within IDG by 9%** through effective relationship building, client relations, program management and the delivery of core information that displayed immediate value to new members.
- **Increased member client retention rates by 18%** through the development and delivery of key marketing promotions, materials and loyalty programs and by improving relations with key partner suppliers.

HR Experience

LIBERTY MUTUAL INSURANCE COMPANY – Portsmouth, NH

Multi-billion dollar insurance provider for commercial and individual s throughout the U.S.

HR Consultant for IT 5/2002-1/2003

Principal HR Generalist 4/2001-5/2002

Developed management and employee development training which **improved the productivity and performance of the organization by 4%**. Managed all HR functions including employee relations, recruitment, talent management, corporate communications and strategic planning.

OXFORD HEALTH PLANS-Hooksett, NH

4 billion dollar progressive, entrepreneurial and innovative health insurance organization focused on the Mid-Atlantic markets.

OD Management Consultant 1/1999-4/2001

Principal HR Generalist 4/1997-1/1999

Developed leadership training programs and achieved a 98% satisfaction rate on the delivery of management and staff training. On Managed all core HR functions including employee relations, staffing, development and strategic planning.

Selected Accomplishments:

- **Managed all day to day HR functions including strategic HR planning and employee relations, while** reducing employee turnover rates by 12%.
- **Successfully filled over 1,200 jobs for various locations and ensured company customer approval ratings were 98% or higher.**
- **Developed talent management programs that enabled 90% of all key management positions to be filled with talented staff.**
- Developed and delivered team building, competency modeling and core HR training for 2,000 plus participants **achieving a productivity gain of 15% and a reduction in employee relations issues of 22%.**

MACY'S- Boston, MA, New England and NJ Markets

Multi-million dollar retail operation with over 1,000 locations in the U.S. targeted the upscale consumer.

Director of OD 12/1995-1/1997

Human Resources Manager 5/1993-12/1995

Designed and developed talent management programs for 270 executives within a 7 state radius. Ensured all management positions were filled 90% of the time through successful recruitment, development and placement of individuals throughout the region. **Reduced executive turnover rates by 8%** which contributed to the region achieving **all of its financial objectives and fostering a 6% growth rate.**

Selected Certifications, Education and Accomplishments

- **MBTI Certification**
- Linkage Inc- OD courses in **Competency Modeling, OD & Systems Thinking**
- Presentation Certifications from various programs including Boston University
- **Project Management, Leadership Development, Effective Business Writing and TM Certifications**
- **Div 1 State Championship soccer coach with over 12 years of coaching** and play.
- Leadership and participation in various community and non-profit organizations

Southern NH University, Manchester NH

LaSalle University, Philadelphia, PA

MBA with GPA of 3.8

Bachelor of Science Degree Major: **Business Administration** and Minor: *HR Management*

Major: Business Administration with a

Concentration in : *HR Management*

Technology:

MS Project, MS Office (Word, Access, Excel, PowerPoint), WebEx, Video Broadcast, Constant Contact and various HRIS systems