

# ALICE FREE

storyteller | senior analyst | project manager

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## Professional Summary

With a distinctive career in the cable industry, I bring to the table a focus on Net Promoter Score, digital **experience analytics**, and quality testing. My portfolio includes significant contributions in pre-production to major digital initiatives at Comcast, notably **Dotcom 2.0** and **XM/Core Buyflow Convergence**. Possessing a demonstrated ability to **unite stakeholders** and execute impactful solutions, along with my proficiency in **data-driven storytelling**, I am prepared to spearhead strategic initiatives to their successful completion.

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## Summary of Qualifications

### Project Management

- **Project Advocacy:** Led customer-centric initiatives, resulting in critical improvements in user experiences and customer satisfaction across multiple projects.
- **Collaboration Architect:** Fostered collaboration among cross-functional teams, enhancing project outcomes and increasing efficiency in diverse areas.
- **Performance Excellence:** Implemented strategies that met 100% of project deadlines, reflecting strong organizational skills and timely communication with leadership.
- **Responsible Leadership:** Successfully managed and led projects across the ERG and DEI space, ensuring completion and alignment with overarching company goals.
- **Communication Strategies:** Established effective communication channels between technical and non-technical stakeholders, ensuring project alignment and streamlined execution.

### Data Analytics & Storytelling

- **Elevated Engagement & Storytelling:** Boosted Quality Biweekly updates engagement by 400%, with over 2000 clicks and 39% VP & C-suite viewership, through innovative visual storytelling grounded in foundational data principles.
- **Narrative Craftsmanship:** Crafted engaging visual content that communicated complex data insights to a wide audience, contributing to increased decision-making accuracy.
- **Analytical Proficiency:** Leveraged tools like Quantum Metric, Adobe Analytics, Medallia, and SQL to generate and interpret data, embodying key principles of data integrity, relevance, and precision.
- **Effective Planning:** Employed data insights rooted in foundational principles to underpin business decisions, ensuring strategies were data-driven and results-oriented.

### Specialized Strengths

- **DE&I Leadership:** Infused inclusivity into team culture, contributing to a more empathetic and unified work environment.
- **NPS Guidance:** Facilitated key DXP organizational conversations, resulting in a 192% increase in total contacts from 2022 to 2023, and improved team engagement from 8 to 51%.
- **Team Relationship Cultivation:** Strengthened intra-team relationships, cultivating collaboration and shared purpose across diverse departments.
- **Commitment to Growth:** Demonstrated an unwavering pursuit of professional development, actively refining project management and audit tactics — an attribute that has consistently catalyzed team efficiency, innovation, and adaptability.

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## Experience

**Senior Analyst** | Digital NPS & CX Journey Insights 8/2023 - Present

- Journey Quality Experience Audits utilizing NPS Action ID analytics
- Suggests improvements and monitor KPIs
- Owner DXP NPS Customer Callback Initiatives
- Creator Digital Quality Update biweekly Newsletter

**Technician** | Innovation & Incubation 8/2021 – 8/2022

- Knowledge Engineer Team - Digital Insights
- Facilitated Quality Trials & Test Account Management
- Automated prospective NPS Elevations system departmentally
- Selected for CommTech Jeopardy 2021

**Residential Technician** | Technical Operations 9/2019 – 8/2021

### Interim Supervisor

- Supported a team of 10 Residential Technicians & 80+ Technicians as SOD
- Developed and executed a tracking database to ensure equal treatment of technicians frequently traveling out of the system, resulting in improved eNPS
- Increased Team Key Performance Indicators:
  - Meter Compliance increased 5%
  - Start Variance decreased 20%
  - Lunch Gap decreased 5%
  - Increase in both FTR and ETC metrics
  - All qualified technicians promoted and gained specialized designations

**CDO Technician** | West Division Engineering 9/2020 – 12/2020

- Saved company \$183,255 in cancelled truck rolls
- #1 Top Ticketeer // Fiscal October 2020
- #2 Top Ticketeer // Fiscal November 2020
- #2 in Truck Roll Cancellations // Fiscal November

**Mac Solutions Consultant** | Apple via GETM 7/2013 – 7/2021

- Executed and managed successful implementation of Apple “White Program”

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## Additional Projects

- BEnginers Communications Strategy; SharePoint/Yammer Launches
- DEI Leadership Council Processes & Playbook Creation | PNR Region
- Seattle Central District Technology Project Lead
- Conversations with Executive Leadership Project Lead
- Microsoft Teams Integration Project Lead
- Whidbey Island Rollergirls Talent Director & Rebranding Lead
- Asian Pacific Americans Ambassador Program Owner
- WA Region Annual Virtual Job Fair Project Owner

## Education

**BS IT Business Management**

Western Governors University  
*currently attending*

**Certificate of Entrepreneurship**

Drucker School of Business Management at Claremont Graduate School

**Interactive Multimedia**

**Design & Production**

International Academy of Design & Technology

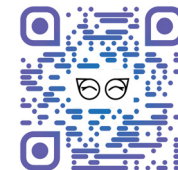
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## Insights Colors



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