

Hannalies Bosman

Accessibility Specialist, CPACC

971-803-4553

hello@hannalies.com

hannalies.com

Summary

Accessibility specialist with a 9+ years experience bringing a human-centered approach to operations, strategy, support, and customer experience. Proven track record leading cross-functional efforts to create scalable processes, increase organizational effectiveness, and advocate for accessible UX.

Experience

Accessibility Consultant, Maarten & Co.

September 2022–Present · Remote

- Advised clients on inclusive design best practices and accessibility-related issues for responsive websites.
- Provided accessibility annotations for hand-off to developers.
- Collaborated with cross-functional stakeholders to create high-quality accessible user experiences.
- Lead accessibility reviews of websites against WCAG 2.0 AA standards.
- Conducted accessibility testing with assistive technologies.

Administrative Operations Manager, Columbia Center for the Arts

March 2021–August 2023 · Remote

- Implemented a new CRM to automate key processes, leading to greater team efficiency (40 hours saved per week) and reducing overhead costs (\$38,000 saved per year).
- Created social media marketing funnels to foster regular online engagement, leading to a 50% increase to newsletter sign-ups and social media following.
- Overhauled policies for file sharing, password management, and data backups to help move sensitive data from limited on-premises solutions to the cloud.
- Identified gaps in training and wrote an extensive library of SOPs, technical documentation, and training materials for use by staff, volunteers, and board members.

Freelance Customer Journey Strategist, The Bosman Group

January 2014–February 2021 · Remote

- Transformed a set of quarterly in-person workshops into 28 online courses using a custom Wordpress LMS platform, which increased a client's annual revenue by 140%.

- Built an evergreen email marketing system to grow a client's customer life cycle in CRM, resulting in a increase in referrals and net profit by over 30%.
- Adapted a client's published works into an online course, facilitated live to a segment of engaged followers, growing the client's revenue by 70%.
- Trained support staff on new technologies and procedures, ensuring self-sufficiency by leaving clients with thorough technical documentation.

Customer Service Specialist & Inside Sales Coordinator, Go Meta Media

January 2014–December 2018 · Remote

- Developed sales training for 45+ online courses that lead to a 47% increase in sales.
- Created 120 personalized scripts that enabled to the support team close 65% more tickets per day (from 30 to 50) by leveraging plain, empathetic language.
- Contributed to a 68% conversion of unqualified leads, achieving \$180,000 of sales within 30 days.

Skills

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|---------------------------|----------------------------|--------------|
| • Accessibility | • Operations Management | • QA Testing |
| • Design Annotations | • Marketing Strategy | • HTML & CSS |
| • Inclusive Design | • Customer Support | • WCAG 2.1 |
| • Technical Documentation | • Customer Journey Mapping | |

Tools

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|-------------|-------------------------|-------------|
| • Figma | • Zendesk | • Mailchimp |
| • Wordpress | • G Suite / Office 365 | • Zapier |
| • NVDA | • Ontraport (Certified) | • Asana |

Education

Bachelor of Arts

Warren Wilson College

Certifications

- **IAAP Certified Professional in Accessibility Core Competencies (CPACC)**
Issued Nov 2022
- **Ontraport Certified Consultant**
Issued Oct 2017