





Samantha Easter

Analyst | Consultant | Coach

Enthusiastic self-starter driven to be a force for positive organizational change. Skilled at thinking divergently to address complex problems with simple and pragmatic solutions. Thrives under pressure to lead cross-functional teams to build, analyze, and iterate concurrent high-priority projects.

CONTACT

 801 633 6326
 samseaster@gmail.com
 linkedin.com/in/samanthaeaster/
 Samseaster.com

EDUCATION

Master of Business Administration

University of Utah | May 2018

Strategy & Project Management

Certificate–Business Analytics

Certificate–Six Sigma

Masters of Education

University of Arizona | 2015

Specializations:

Diversity, Equity & Inclusion

Workforce Education

Bachelor of Arts–Journalism

University of Arizona | 2010

SKILLS

Data Analytics
Process Improvement
Communication
Consulting
Project Management
Diversity, Equity & Inclusion
Training and Development

MEMBERSHIP

International

International exposure: China, MENA, Mexico, France

Membership

Marketing-Utah ATD
Governors Committee of Workforce Development
Researcher for the Center for Innovation in Finance and Banking
Big Brothers, Big Sisters Volunteer
Toastmasters

WORK EXPERIENCE

Mountain America Credit Union: 2018 – Current

Strategic Initiatives Manager – HR

- ❖ Identified need for objective research and rapid solution prototyping aimed at improving the employee experience reporting to the CHRO
- ❖ Led interdepartmental strike teams to deliver on top business priorities; including call center attrition, DEI, and front-line employee preparedness
- ❖ Produced internal Covid-19 response guide to prepare and support leaders while collecting lessons learned
- ❖ Won 14 organizational awards, including “Social Innovation”, “Ethics in Leadership”, “Top Credit Unions to Work for”

Senior Program Manager – Employee Experience

- ❖ Spearheaded programs to support employees in their professional development and financial wellness; culminating in a record 99.6% completion rate in baseline financial assessment
- ❖ Pioneered and owned internal communications channels with the highest utilization in the organization

Assistant Vice President – Instructional Design

- ❖ Led team of 8 educators and designers to create, maintain, track, and improve knowledge transfer across organization;
- ❖ Evaluated organizational workflows to increase training impact with less resources

MX – Financial Tech Start Up: 2017–2018

Assistant Director of Training

- ❖ Designed resources and workflows which increased client training efficiency while generating an ROI of \$200,000
- ❖ Developed evaluation method showing department efficacy, authored whitepaper and case studies
- ❖ Analyzed data to understand and identify consumer trends and to facilitate value creating future offerings

PROFESSIONAL DEVELOPMENT

Publications

Credit Union Magazine
HR Tech Magazine
Inside Tucson Business
Border Beat

Appearances

AT-W Conference 2021:
“Understanding Neurodiversity”
Utah ATD Conference 2021:
“DEI-For Real”