

# NIKKIA WILLIAMS

CREATIVE | INNOVATIVE | STRATEGIC  
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## PROFESSIONAL PROFILE

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*Experienced and successful Partner Programs Management and Channel Sales professional for industry-leading global companies, looking to develop into a director role within a dynamic organization.*

Channel Program Execution	Partner Communications
Partner Program Management	Strategic Partner Marketing
Salesforce Administration	Partner Operation Management

## PROFESSIONAL EXPERIENCE

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### PARTNER PROGRAMS MANAGER

**ALTERYX** | Irvine, CA

2015 – May, 2019

- Collaborated with cross functional resources in establishing best practices across the Partner Program for VARs, Consultants, Systems Integrators, and Technology Partners
- Managed the evolution of the Global Partner Program by ensuring proper training and partner progress in Salesforce.
- Developed and executed partner on-boarding, deal registration, and certification process of the Partner Program.
- Developed, executed, and facilitated the Partner Certification Program
- Implemented and managed Partner internal systems and applications, such as Salesforce and the Partner Portal
- Facilitated Partner communications, enablement, partner marketing campaigns, and MDF

### CHANNEL OPERATIONS & PARTNER ENABLEMENT PROGRAMS MANAGER

**Resolution1 Security** | Menlo Park, CA

2014 – 2015

- Developed Dashboard Analysis & Reporting in Salesforce to improve transparency and insight into Channel sales and activity metrics.
- Standardized the on-boarding, deal registration and training processes for the Channel Program.
- Increased the number of partners who have passed the Partner Enablement Assessment by 50%.
- Developed and executed technical and sales training programs for the Channel using recorded and live WebEx training sessions.

### GLOBAL CHANNEL PARTNER AND SALES OPERATIONS SPECIALIST

**Guidance Software (now OpenText)** | Pasadena, CA

2008 – 2013

- Tripled partnerships and increased channel deals to account for 50% of all sales in three years.
- Standardized channel management process and contributed to overall improvement of the channel program that has earned recognition from *Everything Channel's* CRN program.
- Implemented and managed over 70 Channel Marketing events, including tradeshow, golf events, and Lunch & Learns.
- Initiated successful worldwide branding campaign and created strategic Channel Marketing campaigns and managing MDF.
- Designed communications and information sharing vehicles for security VARs by creating content for and distributing monthly newsletters, quarterly webinars, and ad hoc communications to worldwide resellers using Eloqua.
- Developed and executed training programs for the Channel and internal Sales Organization that included Quoting Process using Oracle, Best Practice Trainings (BPTs) web conferences, Sales New Hire Training and the Channel Partner On-boarding Process.
- Developed Dashboard Analysis & Reporting in Salesforce.com to provide sales executives,

- managers and the Channel Team with improved transparency and insight into sales metrics.
- Standardized sales activity reporting across global sales team.
- Earned Team Player of the Quarter Award twice in a 9-month period.

**ASSISTANT – MARKETING & COMMUNICATIONS**

**Art Center College of Design | Pasadena, CA**

2005 – 2008

- Generated 100% increase for annual events in terms of number and quality of donations, earning commendations from multiple team members for efforts.
- Improved monitoring and on-time delivery of projects through developing and administering relational database to track all jobs requested and completed for the College.
- Identified and reallocated \$70,000 of misplaced funds, subsequently restructuring the bill-back process.
- Streamlined the media registration process for events.

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**EDUCATION & CERTIFICATIONS**

**Computer Science & Engineering | University of La Verne | La Verne, CA**

**Mediation Certificate | Orange County Human Relations Commission | Santa Ana, CA**

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**TECHNICAL KNOWLEDGE**

Oracle CRM  
Marketo  
Slack

Salesforce CRM  
Adobe Photoshop  
WordPress

Asana  
Acrobat  
Blogger