

AMANDA MORRISON (SCHEMBRI)

Springfield, MO · amschembri81@gmail.com · linkedin.com/in/amschembri

PROFESSIONAL SUMMARY

Implementation Manager and Customer Success professional with 20+ years of combined experience spanning SaaS implementation, enterprise account management, and K-12 public sector leadership. Owns the full customer lifecycle end-to-end — from kickoff and configuration through adoption, renewal, and expansion — for complex, high-stakes accounts including NYC Department of Education (~1,500 schools). Builds scalable playbooks, onboarding frameworks, and process automations from scratch in fast-moving environments. Technically fluent across SQL, Python, JavaScript, Google Apps Script, and BI tools. AI-native daily user of Claude, ChatGPT, Copilot, and Glean. Brings rare combination of deep K-12 and public sector domain expertise with modern SaaS implementation and data analysis skills. Holds two master's degrees including a Data Leadership Certificate and Instructional Design and Technology Certificate. Professional Scrum Master certified. Fully remote.

CORE COMPETENCIES

Implementation & CS	End-to-End SaaS Implementation · Customer Success Management · Onboarding & Adoption · Risk Identification & Mitigation · QBR Facilitation · Playbook Development · Process Automation · Agile/Scrum
Data & Technical	SQL · Python · JavaScript · Google Apps Script · React · Power BI · Tableau · Looker · Excel (Advanced) · Salesforce · Jira · Asana · Smartsheet · API Concepts · JSON
AI & Productivity	Claude · ChatGPT · Microsoft Copilot · Glean · AI-Native Workflow Design · Prompt Engineering · Automation Design · Google Workspace · Adobe Creative Suite
Domain Expertise	K-12 & Public Sector · EdTech · Adult Learning & Instructional Design · Assessment & Data-Driven Instruction · District & Government Stakeholder Navigation · Change Management

PROFESSIONAL EXPERIENCE

Strategic Technical Onboarding Specialist | Amplify June 2023 – Present

Enterprise Account: NYC Department of Education (2024 – Present)

- Own the full implementation and customer success lifecycle for NYC Department of Education (~1,500 schools), serving as the single point of contact from onboarding through adoption, data validation, issue resolution, and renewal readiness.
- Manage platform configuration, integration coordination, training delivery, and ongoing advisory for one of the company's most complex strategic accounts, coordinating across Engineering, Product, Customer Success, and Sales simultaneously.
- Monitor adoption and platform health through Salesforce and Looker, proactively identifying risks and developing targeted intervention plans before issues escalate.
- Designed and deployed a Google Apps Script automation that reduced a 3-4 person, multi-day workflow to 15-30 minutes with 100% accuracy and built-in audit validation — identifying the problem independently and building the solution using AI tools.
- Use Claude, ChatGPT, and Copilot daily to investigate data discrepancies, draft and pressure-test client communications, reason through unfamiliar configurations, and build solutions faster.
- Prepare and deliver executive business reviews that translate complex platform data into clear business outcomes for district leadership.
- Surface customer feedback and adoption patterns as structured product input to Engineering and Product teams.

SMB & Mid-Market Portfolio (2023 – 2024)

- Managed 15+ concurrent accounts simultaneously, owning onboarding, configuration, training, adoption monitoring, and ongoing advisory across a high-volume portfolio.
- Built scalable implementation playbooks, training frameworks, escalation processes, and documentation from scratch, creating repeatable infrastructure where none previously existed.
- Maintained consistent meeting cadences, proactively re-engaged low-adoption accounts, and ensured nothing fell through the cracks across all active engagements.

Technical Consultant | Web Design & Digital Solutions

AMSchembri Designs (Freelance)

June 2014 – June 2025

- Managed the full client lifecycle as an independent consultant for 11 years, delivering implementation, onboarding, configuration, training, and post-launch support for education and nonprofit clients.
- Built custom JavaScript, Google Apps Script, and Python automations to solve client-specific operational problems, reducing manual effort and improving consistency across engagements.
- Developed implementation documentation, workflow guides, and training materials that enabled clients to sustain and scale solutions independently after launch.

K-12 Educator, Reading Specialist & Instructional Coach | Various Districts (IL & MO) Aug 2007 – June 2023

- Spent 15 years inside K-12 school districts as a classroom teacher, Reading Specialist, and instructional coach, developing deep firsthand expertise in how public sector organizations operate, make decisions, and adopt new technology.
- Served as Reading Specialist with a caseload of 50-60 students, using longitudinal data tracking to monitor outcomes and design evidence-based intervention plans that reduced required intervention time by ~40% year-over-year.
- Led district-wide professional development for 75+ educators and administrators annually, designing role-specific training programs that drove measurable adoption of new tools and instructional approaches.
- Coordinated across district administrators, department heads, IT staff, and external vendors to manage complex, multi-stakeholder program launches — the same cross-functional coordination that defines my SaaS work today.

EDUCATION

Master of Science, Integrative Leadership | Drury University

Aug 2022 – May 2024

Emphasis: Data Analysis & Process Improvement · Data Leadership Certificate · Instructional Design & Technology Certificate

Master of Science, Reading Specialist | University of St. Francis

Aug 2008 – Aug 2011

Bachelor of Education | Missouri State University

Aug 2000 – Dec 2006

CERTIFICATIONS & TRAINING

Professional Scrum Master | Six Sigma Global Institute

Issued June 2023

Scrum · Agile & Waterfall Methodologies

Full Stack Web Development | Nucamp Coding Bootcamp

May 2024 – Sep 2024

JavaScript · Data Structures & Algorithms · React · Full Stack Development

UI/UX Design Certification | Springboard

Jan 2023 – Dec 2023

700+ hours of hands-on coursework · 4 portfolio projects · 1:1 expert mentor oversight