

# Amy Castle-Rogers

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## SUMMARY

Strategic thinker and collaborative leader with a growth mindset who facilitates professional development and customer relationships with proven operational success and sustainable impact.

## EXPERIENCE

### **Strategy Consultant & Facilitator** • RogersConsulting.us • Washington DC & Charleston SC • Dec 2015 - Present

Strategically improve employee engagement and retention by developing and implementing sustainable organizational talent development that aligns individual stakeholders, teams, and organizational goals.

- Analyze existing Human Capital Management (HCM) and change management programs based on quantitative and qualitative data analysis to improve organizational impact. Workday certified.
- Facilitate customized training, team, leadership meetings, and offsite retreats using coaching conversation techniques to improve individual and team communication skills.
- Maximize adult learning experiences using innovative learning tools to deliver organizational knowledge sharing, virtually and in-person, using Microsoft Teams, Zoom, Webex, Adobe Connect, Go-To-Webinar, RightPath 360 assessments, and online gamification.

### **Impact Consultant** • Franklin IQ • Arlington, VA • Apr 2022 - Apr 2024

Developed and delivered customized federal government IT leadership programs for new supervisors, senior leaders, and onboarding new employees.

- Developed and facilitated cohort training programs' learning content, practical application, and networking activities through group discussion and gamification, virtually and in-person.
- Analyzed online course content in Udemy LMS to create learning pathways to maximize learner experiences (LX) of asynchronous course content to complement facilitated synchronous training.
- Developed and facilitated team-building offsite meetings using DiSC and Clifton Strengths assessments to enhance change management and change leadership, team building, and communication skill development, conflict management and resolution, and build a more inclusive organizational culture.
- Advised and consulted clients in diverse and inclusive leadership and course development to increase diverse organizational leadership, presented in a workshop at DODIIS Worldwide in December 2023.

### **Chief Operations Officer** • Reach Digital Group, LLC • Frederick, MD • Aug 2015 - Nov 2015

Lead a business development team in creating value propositions of online marketing and branding services.

- Created and implemented digital marketing products and marketing collateral to maximize brand reach in a B2B market. HubSpot certified in Inbound Marketing to implement a CRM and sales process.

**Community Donations Manager** • Goodwill of Monocacy Valley • Frederick, MD • Nov 2012 - Jul 2015

Developed business and community organization partnerships in to INCREASE material donations 3% annually during a NEGATIVE 12% regional market.

- Strategized and implemented an organizational donation pick-up program with online transportation scheduling; trained staff in procedures; managed continual process improvement.
- Created and presented program communication in digital and print brochures, posters, signage, social media campaigns, customer website marketing, and presentations for organizational, government and executive meetings to promote business and community involvement in our mission.
- Developed local Goodwill Ambassador Program and Sustainability Strategic Partnerships – achieving Frederick County, Maryland's "Leadership in Sustainability" Award in June 2015.

**Chief Operations & Development Officer** • Castle Team LLC • Frederick, MD • Jan 2000 - Nov 2012

Led a team of realtors in multi-million-dollar production, contract negotiation, and lead generation, while transforming operations to a digital strategy, which improved the team sales close rate from 50% to 90%.

- Implemented marketing strategy change to capture online leads through curated website content, online advertising, and custom digital client presentations and contract documentation.
- Created and managed CRM database to automate constant contact with client base to manage existing client relationships which developed repeat and referral business.

**Manager, Statistical Programs** • American Forest & Paper Association • Washington, DC • Mar 1997 - Dec 1999

Led a team of internal and external stakeholders to deliver a \$10 million database migration project that modernized the publishing of paper industry production and sales data and informed U.S. and international paper executive clients on real-time market pricing.

- Self-taught Business Objects software to analyze member industry data and publish reports to website via Visual Basic front end, converting reports into HTML, Text, and PDF formats.
- Built relationships among team members, programmers, executives, and end-users to communicate effectively on modifications to improve the database back-end and client front-end user interface.

**Marketing Analyst & Associate** • Waldorf Corporation • St Paul, MN • Jan 1996 - Feb 1997

Improved sales bid success rate from 1% to 50% in six months.

- Created and managed business development team to research, analyze and rank marketing data to present recommended marketing penetration strategies to executives.

**Product Requirements Analyst** • Ceridian Employer Services • Minneapolis, MN • Jan 1995 - Dec 1995

Led a cross-functional SaaS team to deliver AHEAD OF SCHEDULE AND UNDER BUDGET a \$12 million payroll and human resource (HRIS) software upgrade project through customer relationship management.

- Created and managed project scheduling plans, rollout schedules, process manuals, Visio flow diagrams, and user documentation.
- Organized and conducted weekly project status team meetings and presented project status, customer feedback, and deliverables to executives.

**Budget Coordinator** • Washington College of Law • American University • Washington, DC • Jul 1993 - Oct 1994

Managed a \$16 million law school budget with signature authority for 90% of expenditures.

- Reported monthly financial status of internal departments' budgets through Microsoft Excel comparison-to-budget reports.

- Advised law school faculty, staff, and student associations in university policies and procedures for purchases, contracts, & payroll, as well as hired, trained, and supervised administrative office staff.

#### **Program Administrator • Dusco Community Services • Alexandria, VA • May 1991 - Jul 1993**

Managed the administration of TRAC/USA, a non-profit vocational training program for at-risk high school youth, that was replicated by the U.S. Department of Labor in partnership with the National Retail Federation, to start Jobs for the Future apprenticeship and job training programs.

- Created computer systems and processes for student payroll, corporate and project budgeting.
- Hired, trained, and supervised high school student workers in office & retail duties; instructed students in personal & retail business budgeting; Volunteered to manage student retail fundraiser project.
- Co-wrote promotional pieces and government grant proposals for federal grant program funding.

#### **EDUCATION**

**DOL • Doctorate in Organizational Leadership • Hood College • Frederick MD • Aug 2018 - Aug 2021**

**MBA • International Business Management • American University • Washington DC • Jan 1991 - Aug 1994**

**BS • International Business & French • Lebanon Valley College • Annville PA • Aug 1989 - Jan 1991**

#### **INSTRUCTIONAL CERTIFICATIONS**

- DHS-FEMA-NFA • Executive & Supervisory Leadership Contract Facilitator • May 2016 – Present
- RightPath 360 Resources • Contract Facilitator • Aug 2017 – Present
- Pryor Learning Solutions • Contract Seminar Leader • United States & Canada • Jan 2018 – Apr 2022
- American Management Association • Contract Faculty Instructor • Aug 2016 – Sep 2018
- Hood College & Frederick Community College • Adjunct Professor • Sep 2016 – Aug 2018

#### **MEMBERSHIPS & APPOINTMENTS**

- Commission on Women, City of Charleston (2024-2027)
- Mentor, Leadership Frederick County (2021-2022)
- ROI Institute, Inc.

#### **CORE COMPETENCIES**

- Strategic Organizational Development, Analysis & Execution
- Project & Program Management
- Conflict Management & Resolution
- Cross-Functional Team Management
- Change Management & Leadership
- Client & Stakeholder Relationship Management