AUDRI WADSWORTH

ORGANIZATIONAL DEVELOPMENT EXECUTIVE



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OVERVIEW

I am a cross-functional leader focused on strategic growth and organizational development. I build scalable revenue engines, high-impact partnerships, and data-driven systems with a proven track record of leading seven-figure corporate partnerships. I am adaptable, tenacious, and disciplined. I empower teams and I am committed to child advocacy. I combine entrepreneurial grit with relationship first stewardship to build lasting relationships and increase reach effectively.

EDUCATION

ARIZONA STATE UNIVERSITY
Master of Science
Graphic Information Technology

UTAH TECH UNIVERSITY
Bachelor of Science
Visual Technology, Psychology

CERTIFIED

- Social & Behavioral Research Certification from CITI Program
- NASBA Product Marketing / SEO
- Business Organization and Development at ASU

AWARDS

- St. George Area Chamber of Commerce 30 In Their 30's (2022)
- AI Breakthrough, Best in SaaS, Leading Contech, BIA 2025 w/ Slate

HIGHLIGHTS+ SKILLS

- 15+ years organizational leadership and revenue operations
- Managed a $1M budget across multi-channel campaigns
- Children's Justice Center fundraising and online donations
- Event planning for annual gala and golf tournaments at CJC and DOVE
- Scaled engagement of monthly website visitors +300x in 1 year
- Built engagement with 2M campaign impressions
- Improved +40% MQL-to-SQL conversion rates
- 676% paid click increase at Slate Technologies, Inc.
- 840% Google Ads click growth at Zonos
- 82% CPC reduction and 72% CPL reduction at Slate
- Inbound acquisition of enterprise account through digital marketing within the first 30 days of campaign execution
- Built AI automation with systems integration for community partnerships and B2B relationships at ZCHS
- ABM / Enterprise GTM / B2B SaaS / Partnerships / Groups
- Pipeline generation and ROI with KPI performance tracking for field events, groups, community involvement, and B2B channels
- Expertise in various CRM, tracking,systems for donations
- Paid advertising platforms for social/search, analytics, reports
- Data-focused analysis dashboards for board reports

PROFESSIONAL EXPERIENCE

HEAD OF STRATEGIC SALES AND PARTNERSHIPS

Zion Canyon Hot Springs, a WorldSprings Property
2026-Present

- Creative, growth-minded leader forging strategic partnerships that drive revenue and elevate world-class properties. Uniting community leaders and key stakeholders through high-impact events and authentic business development. I build initiatives from the ground up that track, report, and deliver both financial ROI and lasting community value.
- Partnerships produce reciprocal referrals supporting local tourism and hospitality relationships with revenue generation.

BOARD EXECUTIVE AND DIRECTOR OF MARKETING OPERATIONS

Slate Technologies, Inc. and KOVA (Celesta VC portfolio companies), San Mateo, CA - Remote
2023-2026

- Built ABM across industry verticals with HubSpot / Salesforce CRM administration connecting ENR Top 400 GC's, corporate infrastructure projects, the energy sector, and data centers with systems documentation for scale.
- Supported and developed organizational partnerships, managing outside agency teams, connecting industry leaders.
- Executive networking and field engagement with collaborative sponsors, partner participation, and relationship-building opportunities with key industry stakeholders to leverage revenue generation and sponsorships.
- Converted leads 83% faster, shortening close times to 30 days, and improved lead to opp by 23% with strategic partnerships and developed performance reports for executive board meetings with venture capital stakeholders.
- Designed and executed high-impact customer engagement sequencing and communications with multiple outbound channels, intent data, and referral networking to develop industry reports, downloadable materials, and content.

DEMAND GENERATION / MARKETING PROJECT MANAGER

Zonos (iGlobal), St. George, UT - Onsite
2021-2023

- Targeted global e-commerce players for a fast-growing B2B Series A SaaS demand generation that facilitated international transactions with cross-functional systems for onboarding, retention, and engagement.
- Implemented Jira, Confluence, attribution UTM governance and marketing operations for a 10+ person marketing team.
- Business development and strategic partnerships for collaborative campaigns for world-wide events.
- Reduced lead to opportunity to 30 days, managed multiple government contracts landing a large enterprise engagement with the United States Postal Service for a multi-year contract and multiple international carriers.

COLLEGIATE INSTRUCTOR

Iron Circle (formerly Thrive DX, HackerU) and Utah Tech University Technology Department

- Taught and developed course materials for Marketing, UI/UX, HTML/CSS, WordPress, E-Commerce, SEO, HubSpot CRM Administration, and website development principles inclusive of organizational development, persona development, and user journey mapping.

COMMUNITY NON-PROFIT & VOLUNTEER WORK

Washington County Children's Justice Center - Board Member and Administrative Support Volunteer
2023-2025

DOVE, Inc., Women's Shelter in St. George, Utah - Volunteer and Administrative Support
2020-2024

Hurricane Elementary Parent Teacher Organization - Fundraising and Communications Manager
2018-2023

Washington County 4-H Club - Children's STEM Team Volunteer and Dixie Jr. Livestock Volunteer
2022-present