

## SUMMARY OF QUALIFICATIONS

- Highly versatile and motivated, energetic, professional, extremely well organized, personable, responsible, quick learner, *out-of-the-box* thinker that enjoys people
- Strong background in graphics development, applications and web creative design
- Experienced in web marketing, banners, landing pages, Google Adwords and reporting
- Creative design, copy writing, layout for Webinars (GO TO WEBINAR), HTML eblasts (Vertical Response, Constant Contact); online print ads
- Strong graphic, website, social media skills; adept at copy writing and ad themes; Product Sheets, White Papers, Case Studies, tradeshow graphics and collateral
- Support Sales staff via Sales Force CRM; design custom eblast templates, train, assist
- Support Marketing staff; generate Flow charts of processes/ Train marketing staff in lead scrubbing/reporting functions
- Strong analytical and market research skills; ability to review history and current data for trend analysis and future strategic planning; strong computer and internet research skills
- Detail and quality oriented; excellent planning, reporting, charting, presentation skills
- Experienced lead source generation through multiple sources; lead scrubbing (Hoovers, Jigsaw)
- Extremely skilled in Photoshop, Dreamweaver, Illustrator, Quark, InDesign, Office, other
- Excellent oral and written communication skills, am a self-starter and work well independently as well as in collaborative creative environment
- Over 15 years progressive Fortune 500 experience in both administrative, marketing, public relations and creative positions
- Ability to make "time critical" decisions based upon information given, and manage multiple priorities seamlessly; commended for problem-solving skills
- Project Manager for website redesign
- Project Manager for multiple tradeshow events and Lunch n' Learns and booth designs
- Design, order and track promotional materials (t-shirts, key chains, rockets, etc.)
- Creation and coordination of all printing of collateral materials

## DETAILED EXPERIENCE

- Public Relations: Handling external inquiries from reporters, media, consultants; scheduling broadcasts/interviews; responsible for all press and media releases
- Press releases: Responsible for finding template, driving content, proofing content; liaison with media company to distribute the release
- Ensure that eBlasts are generated and mailed every 3 weeks (*Kibel Green*)
  - Drive the content, compile, create and/or review
  - Proofread, Liaison with IT to get actual blast sent
  - Ensuring the accuracy of names pulled from ACT for blast, follow-up with email addresses that were rejected (research, etc.)
  - Ensure that the blast is posted to website and that all company employees receive the communication
- Promotional Event Planning (*Kibel Green, Discount Cab, Namescape*)
  - Tradeshows: Prepare ads, enroll attendees; booth preparation, collateral preparation, speaker Package preparation, speaker presentations
  - Recent Tradeshows (Responsible for all planning, coordination, graphics): 2009 FETC, HIMSS09, 2009 Tech Ed - Los Angeles, 2009 Interop - Las Vegas, 2008 Windows Connections, 2008 Windows Connections, 2008 IT Summit Los Angeles, 2008 IT Summit Phoenix, 2008 WA State Dept Admin., 2008 Tech Mentor Las Vegas, 2008 Tech Mentor New York, 2008
  - Lunch & Learns(Responsible for all planning, coordination, graphics): WA DC, 2009 Lunch & Learn, Tallahassee, FL
  - St. Patrick's Day Parade for Phoenix and Tucson (*Discount Cab*)
- Create and maintain Marketing and Sales Database (Filemaker, Sales Force)
  - Work with admin staff to ensure that the ACT Contact Database (used for marketing purposes) is accurate, up-to-date
  - Compile, create and distribute Reports, charts, graphs
  - Update account and lead records, verify demographic information in Hoovers
  - Create custom templates (for sales reps and marketing campaigns)
  - Create specialty letterheads (company and marketing campaign letterheads)
  - Maintain picklists, identify required fields and adjust layouts accordingly
- Project Manager for website redesign (*KGINC and Namescape*)
  - Responsible for contract review, creation, creative design, launch, and population
  - Ensure that company received all the deliverables from design firm
  - Requesting input regarding content and direction from managers
  - Responsible for populating all the web pages, design, structure and flow of navigation, creating and testing all links
  - Creating all pdf's, wordsmithing documents, and tweaking graphics, PDFs resizing
  - Coordinating the technical aspects of site preparation and launch with IT Manager
- Technical Documentation for new software release (joBot); graphics; collateral
- Excellent skills in spreadsheet and database management, contact management & CRM: customized reports and financial statements

## PROFESSIONAL WORK HISTORY

**Marketing Coordinator**, Namescape Corp., 4250 E. Camelback Rd, Phoenix, AZ 7/08 to pres.

**Office Manager** (*including marketing and design duties*), Iplynx, LLC., 550 West Baseline Road #102-308, Mesa, AZ 85210 12/2007 to 7/08

**Office Manager & Certified Massage Therapist** (*including marketing and design duties*), Advanced Chiropractic Solutions, 19538 Ventura Boulevard, Tarzana, CA 7/2007 to 11/2007

**Production Operator**, Kinkos – Hollywood & Vine, 1440 N. Vine, Hollywood, CA 4/2006 to 3/2007

**Massage Therapist**, (*self-employed, personal practice*), Los Angeles, CA, 11/2005 to present

**Massage Student**, Santa Monica, CA, 5/2004 to 10/2005

**Manager of Administration** (*including creative and marketing duties*), Kibel Green Inc., 2001 Wilshire Boulevard, #430, Santa Monica, CA, 90403 4/2004 to 8/2005

**Administrative Assistant to General Manager** (*including P/R and marketing duties*), Total Transit, Inc. dba Discount Cab & Meditrans 4600 W. Camelback Road, Glendale, AZ 85301, 10/2002 to 4/2004

**Graphic Artist & Web Designer**, The League of Arizona Cities & Towns (lobby organization) 1820 West Washington Street, Phoenix, AZ 85008, 10/2000 to 10/2002

**Freelance Consulting**, Phoenix, AZ, Clients: Jordan Publishing, Galilee Fish Company, Invoice Exchange, 9/99 to 10/2000

**Graphic Designer: Technical Information Department**, Hypercom Corporation, 2851 W. Kathleen Drive, Phoenix, AZ 85023, 10/96 to 9/99

**Media Services Specialist** (*multiple media design and implementation*), Finova Inc., 1850 N. Central Avenue, Phoenix, AZ 85077, 3/95 to 10/96

## PROFESSIONAL RECOGNITION

1996 Chairman's Club, FINOVA

1Q93 President's Honorable Mention VIP Award, THE DIAL CORPORATION

1Q93 VIP –IS Group, 1Q93 VIP – Int'l Group, 1Q92 VIP – Computer, Support – Div. Staff,  
THE DIAL CORPORATION

## COMPUTER SKILLS AND TRAINING

Microsoft Office: Microsoft Word, Excel, Powerpoint, Outlook & Access, Corel Draw, Illustrator, PhotoShop, Illustrator, Adobe Acrobat, Dreamweaver, Adobe Premiere, Studio 9, Filemaker Pro, Act, Quark, InDesign, Office, other

## EDUCATION

**StoresOnline.com** – Internet Marketing Trends. 2009

**Beyond Time Management – Improving Personal Productivity**,  
Center for Executive Research, 1996

**Preparing Financial Innovators for Business Leadership**,

The Finova Institute, Eller Graduate School of Management, University of Tucson, 1995

**Quality Team Training**, The Dial Corporation, Human Synergistics, 1994

**First Annual Conference for Working Women**, American Management Association, 1992