

Management, Marketing, Customer Service

An experienced manager with a strong background in management, marketing, and customer relations. Results oriented, team player, and leader with a proven track record of exceeding established goals through innovative methods and ability to get the most out of others through consensus building. An excellent communicator with the necessary tools to effectively manage and organize assets, tasks and staff.

Selected abilities & expertise

- Website building and management: Wordpress
- Microsoft Office: Excel, PowerPoint, Publisher, Access, Word; including integration
- Organization and meeting planning
- Publishing, editing and proofreading
- Online research and investigative work: Keyword searches, campaign building
- Accounting: Quickbooks and proprietary systems
- Database building and conversions: ACT, Outlook, CSV, OCR

Selected Accomplishments

- Produced three retail print publications with annual sales of over \$1.2 million.
- Handled corporate relations for large company including monthly newsletters, employee morale program, and agent incentive program.
- Planned corporate events, conference booths, golf tournaments and sales presentations for groups from five to two hundred participants including low to high budget affairs. Planned, designed and executed promotion of event.
- Lead team in the design, programming and implementation of company's web site.
- Designed/Implemented sales and marketing plan to increase sales and distribution of companies' products. Recorded the best sales year in company history.
- Audited/Analyzed business records to identify hidden accounts receivable resulting in collections increasing 600%.
- Coordinated common plan bringing together fourteen different divisions to develop marketing plan which maximized profits.

Professional Experience

Changing Attitudes LLC, Ormond Beach, Florida		2008-present
Virtual Assistant		
Flagler County Chamber of Commerce, Palm Coast, Florida		2006-2007
Vice President of Media & Publishing		
Germfree Laboratories, Inc., Ormond Beach, Florida		2004-2006
Manager of Sales & Marketing		
Rand Sports & Entertainment Insurance, Inc., Ormond Beach, Florida		2002-2004
Director of Finance & Administration		
Tower Hill Insurance Group, Inc., Gainesville, Florida		1994 – 2002
Assistant Vice President/Corporate Relations	1997-2002	
Manager of Operations	1995-1997	
Marketing Manager	1994-1995	
Vanderbilt University, Nashville, Tennessee		1987-1994
Manager of the Commodore Card Office	1992-1994	
Supervisor of Accounting & Financial Operations	1987-1992	
Assistant to Associate Director	1987	
Interstate Companies, Inc., Nashville, Tennessee		1985-1987
Financial Analyst – Real Estate		
American Progressive Corporation, Inc., Nashville, Tennessee		1984-1985
Staff Underwriter and Computer Processor		
Kirkland's, Nashville, Tennessee		1977-1984
Retail Store Manager	1983-1984	
Assistant Manager	1981-1983	
Sales, Inventory and Customer Service	1977-1981	

Education

Tennessee Technological University, Cookeville, Tennessee	
Bachelor of Science, Business Administration	1981
Major – Business Management, Minors – Psychology and English	