

CONSULTANT Summary

An accomplished and results-driven **MARKETING AND SALES MANAGER AND PROFESSIONAL** with extensive experience in new business development, branding, customer relations, account and people management, training and development, and new, emerging, and traditional media. Leverages practical experience with strong communication skills, working well with all levels of an organization. Possesses a proven track record of turning underperforming business units into profit centers. A creative thinker and reliable producer who drives strategic initiatives from conceptualization through implementation.

Highlights

- Business turnarounds
- B2B and B2C expertise
- Consistently executes against objectives
- Account management
- Supervisory management
- Excellent presentation skills
- Project management
- Analytical to ensure successful strategy
- Social media
- Nimble, highly creative and visionary capabilities

Experience

Consultant 09/2001 to Current Company Name City , State

Founded company and earned profits quickly through cold-calling, client following bringing new ideas and new and emerging media into the mix (e.g. social media, online marketing campaigns). Handled coordination day-to-day company operations, people management, training, strategic planning, marketing strategy development, local, regional, and major account management, development and implementation of specialized marketing programs and strategies, budgeting, vendor procurement, and client relations. Stayed abreast of marketing and advertising trends. Negotiated media buying by saving clients money (e.g. saved one client over \$200,000).and maximized clients' financial investment.

- Developed and implemented strong online strategies including social media mixed with traditional media for clients marketing efforts. Earned client loyalty and increased revenues by 213%
- Created award-winning websites, commercials, print designs and packaging.
- Developed series of national public service announcements garnering massive media attention.

Additional Experience

TIME WARNER CABLE MEDIA SALES, Chatsworth, California, **Television Advertising Account Manager**, 1998-2001. Hired for new position to expand local and regional business. Learned and executed television media advertising logistics from scratch. Transformed from zero billings to billings that exceeded the performance of all other representatives in less than one year. Generated all clients through cold-calling efforts and educating prospects of value and ease of television advertising. Oversaw production; worked with and managed producers and clients. Earned confidence of clients by defining strategies to ensure proper budget management, setting expectations as well as researching and collecting demographic information for ad campaigns.

LOS ANGELES DAILY NEWS, Los Angeles, California, **Advertising Account Manager** , 1996-1998. Sold newspaper advertisements to local accounts through cold calling efforts. Tripled revenue of underperforming territory in first year. Promoted to second underperforming territory and quadrupled revenue in local business. Handled 40 accounts daily, met hourly deadlines, made presentations to clients, and created special sections to insert into paper through creative selling efforts. Participated in layout of ad copy, reviewing proofs with clients, and managing production, art staff, and training other sales reps. Planned advertising campaigns with clients.

DAILY PILOT, Costa Mesa, California, **Advertising Account Manager** , 1992-1995. Sold newspaper advertisements to local and regional accounts through cold calling efforts. Increased billing by 619% in three months. Handled 30 accounts daily, met hourly deadlines, made presentations to clients, and created special sections to insert into paper through creative selling efforts. Convinced agencies of national advertisers to advertise in small, local newspaper. Recognized as consistent top performer and broke all sales records. Served as president of public speaking organization, and as ambassador for Costa Mesa Chamber of Commerce.

SOUTH COUNTY NEWS, Mission Viejo, California, **Account Executive** , 1991-1992. Entrusted with growing challenging accounts after several months at company; turned into profit center. Created sections to sell and generated new revenue.

Affiliations

WOMEN IN CABLE TELECOMMUNICATIONS (WICT), Los Angeles, California, **President** , Southern California Chapter, 2003-2004. Managed 20 senior-level entertainment executives on the local chapter's Board of Directors by assigning and delegating responsibilities. Executed several events aligned with organization's mission statement, "Develop Women Leaders Who Transform Our Industry". Raised money for the

chapter to host events for the 500 members. Developed comprehensive package of sponsorship opportunities; demonstrated great cost-savings to sponsors while securing funds to run chapter. Tripled membership, secured high-value creative sponsorships, and met and exceeded all objectives required by the National Association.

Vice President , Southern California Chapter, 2003. Assisted president in running chapter and securing sponsorship dollars. Helped create and launch formal mentoring program, and served as formal mentor. Secured funds through sponsorships sold to large corporations including Disney, ABC, and Time Warner.

Sponsorship Chair , Southern California Chapter, 1999-2000. Formalized structure for sponsorships, assigned teams to raise money, and secured funds for events.

Education

B.A : Marketing 1990 VANGUARD UNIVERSITY City , State

Professional Development

Public Speaking, Toastmasters, International Â

The Networkers, Costa Mesa Chamber of Commerce Â

Advertising, Vanguard University Â

Publications

Manire Speak , current ongoing blog.

Women in Cable Telecommunications (WICT) , Multichannel News, 2004

University Public Perceptions , study commissioned by Vanguard University, 1990.

Computer Skills

Microsoft Office Excel, Word, PowerPoint; iWork Numbers, Pages, Keynote; QuickTime; QuickBooks; Tweet Adder; Adobe Readers; GoToMeeting; Join.Me; Preview; Skype