

## PRESIDENT

### Career Focus

Creative Marketing Professional with an MBA seeking a new challenge after many years as a stay at home mom; broad-based background in highly competitive and dynamic organizations. Recognized as a decisive leader and excellent team player.

### Summary of Skills

A proven professional, experienced in sales, marketing, management, and business development. Public and Private Sector experience with valuable network of contacts; Excellent communication and public relation skills; event planning & public speaking experience; Presented an International Honor Award by the U.S. Department of Agriculture's Foreign Agricultural Service for outstanding leadership and commitment to the promotion of U.S. agricultural trade worldwide, May 1998.

- Skilled multi-tasker
- Focused on customer satisfaction
- Training and development
- Marketing savvy
- Team management
- Deadline-oriented

### Accomplishments

- A proven professional, experienced in sales, marketing, management, and business development. Public and Private Sector experience with valuable network of contacts; Excellent communication and public relation skills; event planning & public speaking experience; Presented an International Honor Award by the U.S. Department of Agriculture's Foreign Agricultural Service for outstanding leadership and commitment to the promotion of U.S. agricultural trade worldwide, May 1998
- Awarded Contract with Southern U. S. Trade Association to implement a Canadian/US Trade Mission, arranged and conducted conferences, handled guests transportation, assembled media kits and press releases: Master of Ceremony for several of the conferences and made presentations on international marketing
- GA's International Trade Division was recognized as a State Model of Excellence by the Small Business Administration at a Vision 2000 conference, Washington, DC 1998
- Major: International Business, Honors Graduate; MBA Studies Abroad (Germany) - July 1991
- Middle Georgia College, Cochran, GA., Honors Graduate
- County Coordinator for two successful Gubernatorial campaigns; Honored as an "Admiral of the Georgia Navy"
- Named Outstanding Young Women of America - '91
- Executive Board for the University of Georgia's Center for International Agriculture 96- present
- State 4-H Volunteer- Judge for State Competitions '94-'99
- GA Council of International Visitors - Host and Member of the Business Women's Council '93 -present
- Member of the Atlanta Chamber of Commerce
- Board of Directors, Refugee Women's Association of Metro Atlanta '95-96
- English tutor to an Armenian family '94-'95
- Atlanta Women in International Trade '95-present
- Georgia Economic Developer's Trade Committee '97-'99
- Honored by Kennesaw State University for work on international training programs '97
- Junior League of DeKalb County '93-99; Junior League of Ann Arbor 99-present
- Alumni Advisor to Georgia State University's Delta Sigma Pi Business Fraternity '88

### Professional Experience

#### President

August 1999 to January 2002 Company Name i¼ City , State

- Provide contract services to organizations through implementation of global business strategies: identifying new business opportunities, conducting market research, market promotions, trade show representation, and product demonstrations.
- Awarded Contract with Southern U. S. Trade Association to implement a Canadian/US Trade Mission, arranged and conducted conferences, handled guests transportation, assembled media kits and press releases: Master of Ceremony for several of the conferences and made presentations on international marketing.
- Negotiated on behalf of buyer/sellers for several large bulk commodity export transactions

#### Director, International Trade Division

November 1996 to August 1999 Company Name i¼ City , State Atlanta, GA and Brussels, Belgium

Supervised maintenance of international trade database and export trade lead program

January 1998 to January 1998 Company Name i¼ City , State

- was recognized as a State Model of Excellence by the Small Business Administration at a Vision 2000 conference, Washington, DC 1998  
Provided strategic direction, management, budgetary allocation, training, & staffing of Atlanta and Brussels offices

- Consulted with companies in development of global business strategies
- Organized and managed trade show pavilions throughout Asia and the Americas
- Developed seminars on international trade: secured speakers, and facility locations
- Linked local suppliers with foreign buyers & distributors through trade shows, missions and promotional campaigns
- Supervised maintenance of international trade database and export trade lead program
- Organized successful trade missions of GA companies to Canada and Mexico, exploring trading opportunities, organizing training seminars and hosting receptions for companies
- Developed department's promotional literature, brochures, publications and press releases
- Served on Southern United States Trade Association (SUSTA) '98 generic allocation committee, overseeing allocations of \$900 M to the fifteen member states; Oversaw \$400 M promotion for U.S Fresh Produce to Canada
- Implementation of food promotions in Canada, Costa Rica, UK, Russia, United States, Mexico, China and Japan
- Coordinated "Taste of Georgia" reception for press visitors during the Atlanta Olympic Games
- Served on Board of Directors for Agriculture '96, an agricultural pavilion in Centennial Park
- Coordinated Olympic Game volunteer activities for the Georgia Department of Agriculture
- Advisor to Atlanta U. S. Export Assistance Center
- Advisor to Georgia Specialty Foods Association
- Chairperson of InterTrade '97, an Atlanta-based trade conference attracting over 500 participants

#### Assistant Director

May 1995 to November 1996 Company Name 1/4 City , State

#### International Account Executive

November 1994 to May 1995 Company Name 1/4 City , State

- Appointed to the U.S. Department of Commerce-International Trade Division's District Export Council Scanwell Freight Express, International Freight Forwarder/ NVOCC, Atlanta, Georgia International Account Executive (11/94-5/95)
- Responsible for securing new logistic accounts; Computed air and ocean freight rate quotations
- Increased shipping volume through providing air and ocean consolidation
- Arranged for domestic cargo transportation with various trucking lines; Coordinated and monitored shipments;
- Liaison with overseas offices, airline and steamship lines; Prepared and reviewed international documentation

#### Cotton/Textile Broker & Sales Manager

October 1991 to November 1994 Company Name 1/4 City , State

- Successful track record of increasing cotton fiber and textile sales in the Southern U. S. and international markets; met or exceeded all company quotas
- Expanded domestic and overseas textile accounts through prospecting, cold calling and computer networks
- Advised management of industry regulations
- Negotiated new lines of credit and handled letter of credit transactions
- Directed company into Import/Export of other agricultural commodities; Arranged logistic details
- Trained at the International School of Cotton '90.

#### Supervisor-Risk Fleet Management

January 1989 to January 1990 Company Name 1/4 City , State

- Supervised and managed staff of five employees
- Coordinated property, casualty and automobile insurance coverage
- Negotiated contract renewal and new contract purchases

#### Budget Analyst/Legislative Relations

January 1988 to January 1988 Company Name 1/4 City , State Liaison to six large state government agencies; Negotiated budgetary requests with facility managers

#### Education

Masters in Business Administration : Business Administration , 1993 Mercer University, Stetson School of Business and Economics 1/4 City , State , US Masters in Business Administration, 1993 Mercer University, Stetson School of Business and Economics, Atlanta, GA.

Bachelors : Business Administration, Finance, Risk Management/Insurance , 1987 University of Georgia, Terry College of Business Administration 1/4 City , State , US Bachelors in Business Administration, 1987 University of Georgia, Terry College of Business Administration, Athens, GA.

Double Major: Finance, Risk Management/Insurance. Delta Gamma Sorority, UGA Student-Alumni Committee, Delta Sigma Pi Business Fraternity

Associate , 1984 Middle Georgia College 1/4 City , State , US Associate in Business Administration, 1984 Middle Georgia College, Cochran, GA., Honors Graduate

Vice President of Student Government, Advertising , 1984 Kernel College Newspaper Vice President of Student Government; Student Advisory Council to the GA Board of Regents; Assistant Editor & Advertising Editor of the Kernel College Newspaper; Voted "Miss Middle Georgia College" 1984 by Student Body INTERNSHIPS/COOPERATIVE EDUCATION/PART-TIME EMPLOYMENT

MBA : International Business Mercer University Major: International Business, Honors Graduate; MBA Studies Abroad (Germany) - July 1991

#### Professional Affiliations

Awarded Contract with Southern U. S. Trade Association to implement a Canadian/US Trade Mission, arranged and conducted conferences,

handled guests transportation, assembled media kits and press releases: Master of Ceremony for several of the conferences and made presentations on international marketing

#### Military Experience

January 1993 to June 1983 Company Name County Coordinator for two successful Gubernatorial campaigns; Honored as an "Admiral of the Georgia Navy" Metro Atlanta Chamber of Commerce, Atlanta, GA, Membership Development, Sales Representative, 1993 Congressman Richard Ray, US House of Representatives. Washington, DC; Congressional Intern, Summer 1983

#### Languages

English tutor to an Armenian

#### Presentations

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#### Skills

Trade Show, Buyer, Buying/procurement, Market Research, Marketing, Accounts Through, Cold Calling, Commodities, Credit, Import/export, Prospecting, Sales, Sales In, Sales Manager, Fleet Management, Assistant Director, Liaison, Trading, Database, Games, Maintenance, Promotional, Staffing, Strategic Direction, Training, Budget, Account Executive, Documentation, Quotations, Shipping, Award, Business Development, Commercial Real Estate, Event Planning, Human Resources, In Sales, Northern Telecom, Peachtree, Property Management, Real Estate, Real Estate Lending, Sales Representative, Telecom, Training Programs, Induction, Mba, Finance, Risk Management, Advertising, Associate