|  |
| --- |
| **P**ROFESSIONAL SUMMARY |
| Business-savvy and proactive Marketing professional with over 15 years of experience directing a marketing team towards increased revenues and success. Successful product management experience in a small start-up business environment. Dynamic and creative product marketing, promotions, public relations, project and communications management. Passionate with exceptional ability to work with teams to market and sell multiple products/services. After more than 15 years working for myself, I'm currently exploring my options for continuing self-employment or returning to the workforce as an employee after a relocation. |

|  |  |
| --- | --- |
| SKILLS | |
| * Creative design | * Strategic event planning |
| * Technical writing | * Strategic partnerships |
| * Competitive analysis | * Advertising solution development |
| * Online marketing strategies | * Social networking design/management |
| * Press release writing | * Event management |
| * Instructional design | * Operations analysis |

|  |
| --- |
| WORK HISTORY |

PrincipalPartner, 09/2016

ThePerfectSolution – Las Vegas, Nevada

* Consulting services across the enterprise with an emphasis on communications, documentation and organizational efficiencies and specializing in assisting nonprofit organizations. Specialization in developing and writing plans for startup, reorganization and expansion for businesses and promotion and fundraising efforts for nonprofit organizations.
* Developed new process for employee evaluation which resulted in marked performance improvements.
* Responsible for creative design for prominent nonprofit organization.

Editor**-**in**-**Chief, 08/2008 to 10/2011

WindflowerPublishing – Neosho, Missouri

* Specialty publisher of graphic novels in the romance and Romantica© genres.
* Startup that was ready to begin full operation when financing fell through and despite efforts to secure alternative funding only two books moved from text to storyboard stage although none were actually illustrated or printed.
* Partnered with CFO to create and revise annual budget for Program services.

ArtDirector**/**PrincipalPartner, 05/1996 to 10/2015

SharonGroup – Sparks, Nevada

* Managed annual external audit.
* Developed analysis models to ensure employee benefit plans rollout date deliverables were met.
* Assigned tasks to associates, staffed projects, tracked progress and updated managers, partners and clients as necessary.
* Developed media kits.
* Increased credibility and client awareness by developing technical/non-technical marketing collateral and presentations, public relations campaigns, articles and newsletters.
* Developed and executed marketing programs and general business solutions resulting in increased company exposure, customer traffic, and sales.
* Managed team of three direct reports responsible for on-going product optimization, account management and ad placement on company website.

SoftwareSupportSpecialist, 08/2001 to 07/2002

BallyGamingandSystems – Sparks, Nevada

* Routine helpdesk support for Bally's SDS systems through telephone and dial-up sessions.
* Troubleshooting problems with nightly/monthly backups and archives, starting/completing coin/bill drop on floor resolving connectivity issues between player tracking and/or cashless voucher systems and SDS; Troubleshooting floor connectivity issues, such as finding problem machines, moving machines and other similar issues; Resolving jackpots that didn't "report" correctly and accounting issues retrieving archived data and resolving connectivity issues between SDS and player tracking systems; Installation and upgrade issues through telephone support to Bally's personnel.
* Created first FAQs for technical support and marketing purposes.

OfficeManager, 07/2000 to 08/2001  
OdysseyBusinessServices**,** Inc – Carson City, Nevada

* Manager of small carpet cleaning office.
* Completed and mailed bills, contracts, policies, invoices and checks.
* Assigned tasks to associates, staffed projects, tracked progress and updated managers, partners and clients as necessary.
* Planned and executed events and marketing programs, producing five times target number of qualified leads.

MISSpecialist**,** PublishingSpecialist**,** TechnicalAssistant, 11/1996 to 11/1998

Aristocrat**,** Inc – Reno, Nevada

* In Technical Services: Create and maintain installation/service calendar for technician calls to clients; Create and maintain warranty database; Creating budget for department and other projects as necessary.
* In Graphics Department: Create and edit all print materials, including service manuals, marketing materials and glass; Changes to printing service manuals cut printing costs by almost 75% Primary contact for print vendors and copy machine equipment in all offices Changes in vendors resulted in close to $1M in savings.
* In MIS Department: Assist employees with general computer issues, primarily with MS Office, Networking issues at remote locations and other similar projects Review of vendors resulted in approximate savings of $350K Special project: created and maintained Y2K vendor compliance records.

|  |
| --- |
| EDUCATION |

MasterofScience: Clinical and Organizational Psychology, Current

NorthwesternUniversity - Chicago, IL

Clinical and Organizational Psychology

Bachelor of Science: Psychology, 2008

Missouri Southern State University - Joplin, Missouri

Dean's List, Fall 2006, Spring 2007, Fall 2007, Fall 2008  
Graduated Magna Cum Laude

Top 5% of class  
Study abroad China, Summer 2007 and Northern Ireland, Spring 2008

Bachelor of Arts: English Creative Writing, 2003

University of Nevada - Reno, Nevada

Computer Information Systems minor

Dean's List Fall 2002 and Spring 2003

|  |
| --- |
| CERTIFICATIONS |

Forensic Child Psychology – Graduate Certification (incomplete by one class due to family emergency)

MCSE + I

Microsoft Office User Specialist – Expert level on Word, Excel, PowerPoint, Access and Outlook

Microsoft Project

Microsoft Visio

|  |
| --- |
| Memberships |

National Association of Professional Women

Psi Chi – International Honor Society in Psychology

Phi Eta Sigma – Honor Society

Phi Beta Kappa – Honor Society

Alpha Sigma Alpha – Sorority