

EDUCATION: 6/91 M.B.A., Michigan State University, E. Lansing, MI. Marketing emphasis. Overall GPA of 3.92.
6/85 B.A., Honors College, Michigan State University, E. Lansing, MI. Major in General Business Administration, elective emphases in Advertising and Accounting. Overall GPA of 3.47.

RELEVANT WORK EXPERIENCE:

- 10/07 to present **OFFICE MANAGER**, Fire Safety Engineers, Inc./Fire Safety Engineering Associates, Las Vegas, NV
10/01 to 9/02
- Perform fire and building code research. Prepare and distribute proposals, reports, and letters.
 - Create and maintain Web site and correspondence materials to ensure consistent branding/image.
 - Perform all bookkeeping duties, including account reconciliations, invoicing, A/P, A/R, payroll, taxes, job costing, etc., and write procedures to ensure consistent entry in future.
- 9/00 to present **WRITER/CONSULTANT – WEB DESIGN & MARKETING**, Freelance, Las Vegas, NV
- Develop and maintain Web sites, including implementation and testing, for several clients who regularly express appreciation for my thoroughness, attention to detail, and timely turnaround.
 - Consult on, develop, and implement marketing programs (e-mail, PR, fax ads, postcards, etc.) for clients.
 - Edit/typeset books, e-books, newsletters, Web content and collateral for people with ‘perfectionist’ nature.
- 5/10 to 11/11 **ACCOUNTING/E-COMMERCE**, Never Late Printing/CityCardShop.com, Las Vegas, NV
- Perform high-volume bookkeeping duties, including account reconciliations, credit card processing/batching, invoicing, A/P, A/R, job costing, reports, etc., and write procedures to ensure consistent entry in future.
 - Audit/analyze customer/vendor invoicing and shipping costs to estimates/established pricing and research/resolve discrepancies. Provide documentation to resolve credit card disputes.
 - Develop administrative processes and ensure compliance by staff.
 - Develop online product customization and billing forms for customer use. Update site content and metatags.
- 7/04 to 1/10 **DIRECTOR OF ACQUISITION & RETENTION**, TeachingMadeEasier.com (Freelance), Las Vegas, NV
- Develop and automate e-mail follow-up campaigns for prospects, new members, and renewals, as well as provide customer/prospect support and set up new accounts. Monitor implementation of automated e-mail campaigns to identify any irregularities and work with programmer to ensure campaigns function properly.
 - Manage required site changes and review for proper completion, including ‘private label’ sites, to ensure consistent branding throughout and proper inclusion/display of custom content. Work with reseller/private label clients to implement their programs.
 - Consult on and/or implement marketing/pricing/operational efforts and business plans. Formalize processes and implement standards/procedures for account set-up, communications, web site updates, pricing changes, and private label client set-up, leading to increased efficiency/customer satisfaction.
 - Implement/improve Internet marketing campaigns and tracking.
 - Clean member database/implement standards to ensure high quality and usability of data stored.
 - Create database of responses to common inquiries to ensure quality and minimize follow-up time.
- 9/02 to 7/04 (pos. elim.) **BUSINESS SERVICES DIRECTOR** (10/03-7/04), Nevada Corporate Headquarters, Las Vegas, NV
- Develop new product line/division related to offering business plans and, in time, other business services.
 - Research best practices and advice on successful business plans, evaluate alternative software packages for production/resale, identify resources for market/industry data, interview ‘competitors’ for insight.
 - Develop elements required to roll out business plan offering (plan template, budgets/forecasts, sales training, client questionnaire, fulfillment package, promotional material, process) within 4-week window.
- MARKETING DIRECTOR** (9/02-10/03)
- Perform/oversee Internet marketing (search engines, PPCs, gateway pages, etc.), plus traditional marketing & PR, with monthly budget of \$100,000, while managing/mentoring 2 to 4 staff members. In 9 months, resulted in more than doubling qualified Internet leads, with 400% increase in Web-generated calls for inbound telemarketing center (accompanied by sales increase at approx. 10% under budget).
 - Implement tracking to identify most effective media in terms of qualified leads and resulting sales.
 - Implement standards and quality systems for all corporate and customer communications to ensure consistent corporate image and vastly improve the quality/accuracy/branding.
 - Monitor all radio station/PR firm invoicing and reconcile differences, including those outstanding at hire. Create PR firm guidelines and monitor performance to contract, negotiating to resolve discrepancies.
 - Utilize information collected on surveys, summarizing/distributing results and gathering testimonials.
 - Ensure all department procedures were documented and maintained for back-up/cross-training.

- 11/01 to 10/02 **BOOKKEEPER**, Park's People, Las Vegas, NV
- Perform all bookkeeping duties, including account reconciliations, invoicing, A/P, A/R, job costing, estimates, financial reporting, payroll, taxes, etc., and write procedures to ensure consistent entry in future.
 - Work to remedy past errors from multiple bookkeepers by going through all records. Properly account for 85% of \$20,000 in unexplained bank account adjustments with significant volume of missing records by reconciling from 12/00 to 11/01.
- 6/99 to 1/01
(pos. elim.) **MARKETING DIRECTOR**, MetaComm International/MysticalPlanet.com, Las Vegas, NV
- Research and write all copy for metaphysical community/e-commerce and public speaking Web sites (library articles, product descriptions for 700+ items, newsletters, owner 'ghost-writing').
 - Develop and write detailed procedures manual for virtually every task in the business, from server tape back-ups to editing core product/shipping data and answering phones. Act as owner back-up for all tasks.
 - Develop product/vendor databases and product numbering system. Enter product/shipping data in system.
- 10/96 to 1/98 **MARKETING COMMUNICATIONS CONSULTANT**, Nevada Power Company, Las Vegas, NV
- Develop print promotional materials and write articles. Provide input on annual report, radio scripts, etc.
 - Manage temporary employees and budgets, as well as agency and interdepartmental relationships.
 - Monitor invoicing by ad agency and negotiate to resolve discrepancies, use 3+ bid process to procure promotional items and monitor performance to quote/specs.
 - Work with staff to develop guidelines, enrollment/promotional materials and checklists for referral service.
- 9/94 to 10/96 **MARKET/PRODUCT MANAGER**, Sprint Local Telephone Division, Las Vegas, NV
- Develop/implement budgets, market plans, procedures, advertising & training for inside wire, ISDN, Internet access, and Home Office/Small Business market. Many efforts were implemented in other Sprint markets.
 - Research inside wire plan issues with techs, phone reps, other local markets, etc., and write comprehensive documentation to clarify existing plan for all staff to use to resolve confusion on any given issue. Create new plan eliminating confusing aspects of past plans (at a higher price) that significantly outperformed forecasts because it was designed around customer expectations and was easier to sell.
 - Implement ISDN for Residential/Small Business customers and facilitate creation of standard procedures for Large Business by creating a cross-organization team designed to address all areas of ISDN provisioning/implementation. Develop all training materials, collateral, multimedia interactive display for retail offices, etc. Conduct customer surveys regarding experience to fine-tune process.
- 10/91 to 6/93 **MANAGER, MARKETING PROMOTIONS & ASSISTANT PRODUCT MANAGER (10/91-2/92)**, Allnet Communication Services, Bingham Farms, MI
- Develop/coordinate production of marketing and user materials, managing a substantial number of projects in various phases of completion simultaneously. Excellent organizational skills/attention to detail recognized.
 - Develop surveys for internal and external customer feedback and summarize for action.
 - Lead fax quality test center project implementation team (beyond normal job responsibilities – regular bonuses for effort beyond job expectations).
 - Work with department to develop graphic/copy standards and copy approval processes to ensure efficiency, effectiveness, and timely completion of projects to eliminate delays of service roll-outs.
- 5/89 to 2/91
(pgm. elim.) **MANAGEMENT CONSULTANT - TRAINING/MARKETING**, Michigan Departments of Labor and Commerce (Modernization Service), Lansing, MI (home-based contractor)
- Assess, research, and make recommendations (written and oral) to aid small and medium-sized manufacturers with organizational/human resource and marketing issues. Topics included quality control, quality processes, organizational development, supervisory development, specific market opportunities, etc.
 - Act as team leader and assist associates to ensure timely client response.

OTHER EMPLOYMENT:

- 1999 to 2001 **MARKETING INSTRUCTOR**, Regis University, Las Vegas, NV
- 6/98 to 6/99 **DIRECTOR OF MARKETING & BUSINESS DEVELOPMENT**, KENROB, Las Vegas, NV
- 8/93 to 3/94 **MARKETING REPRESENTATIVE/DIRECTOR**, Rainbow Drug/Village East Drugs, Las Vegas, NV
- 1992 **CONSUMER BEHAVIOR INSTRUCTOR**, University of Michigan-Dearborn and Cleary College, MI
- Summer 1992 **INTERPERSONAL RELATIONSHIPS AND COMMUNICATIONS INSTRUCTOR**, Concordia College, MI
- 2/86 to 1/89 **TRAINING SPECIALIST**, Federal-Mogul Corporation, Southfield, MI
- 8/81 to 2/86 Various other positions with such employers as Dow Chemical, City of Midland, MSU, and General Motors

VOLUNTEERISM:

- 5/08 to 6/10 Court-appointed education surrogate for special-needs foster child (trained 10/07-12/07)

ACHIEVEMENTS:

- Beta Gamma Sigma Business Honor Society lifetime member
- 1995 iabc Award of Excellence for Sprint customer welcome booklet/kit I coordinated
- 1996 ADDY Award for Nevada Power Company builder-targeted print ad I coordinated