

MARS Petcare US - Franklin, TN

July 2011 – December 2011

MARS Petcare produces such brands as Pedigree, Cesar and Whiskas along with numerous private label brands for customers such as Walmart, Target and Publix. My contracted role was to fill in for the Exclusive Brands Customer Marketing Manager during her maternity leave.

- Activity and project management
- Cross-functional communications
- Brand management vendor relations

Natuzzi Group - High Point, NC

August 2010 – March 2011

Natuzzi Group is a world leader in fine Italian furniture with 3 distinctive brands: Natuzzi Italy, Natuzzi Editions and Italsofa. The core focus of my role was to manage these brands in the US and Canada by providing retailers with successful marketing tools and to support the contracted sales force.

- Oversee marketing department staff
- Enforce branding standards in all advertising
- Develop internal marketing processes

FRESH Productions - Winston-Salem, NC

May 2007 – August 2010

FRESH is a marketing company with a heavy concentration on the talent management of artists and musicians. Services include promotional campaign development, venue booking, events planning and public relations. I worked on a freelance basis, servicing client needs in the areas of design and events promotion.

- Web and print graphics design
- Build and maintain client relationships
- Street team and online events promotion

SilkRoad Technology

August 2000 – December 2006

Worked under 2 branches of company:

Onramp Branding - Winston-Salem, NC

InterAct Public Safety Systems - Asheville, NC

I wore many hats including overseeing website overhauls, supporting a large sales staff, acting as the central marketing contact for internal and external clients, RFP proposal coordination and managing a hectic trade show schedule.

- Client service and account management
- Marketing budget tracking
- Promotional campaign assistance

Netscape Communications - Mountain View, CA

March 1997 – January 2000

Senior member of onsite staffing company, Interim On-Premise. In my role as a technical recruiter, I was required to comprehend and stay current on web technologies in order to staff open positions. I supported hiring managers in all departments of the company.

- Recruit software engineers and graphic designers
- Design and placement of online advertising
- Intranet site maintenance and content writing

Customer Marketing Manager

(Reason for leaving: contract position)

- Marketing support for 2 largest clients
- Sales presentations development
- Critical information retrieval and dispersal

Assistant Brand Manager

(Reason for leaving: position eliminated due to budget)

- Improve internal and external communications
- Manage national and regional budgets
- Process vendor invoices and SAP database upkeep

Promotions & Art Design

(Reason for leaving: found a salaried position)

- Website design and maintenance
- Print and online content writing
- Customer support

(Reason for leaving: position eliminated due to budget)

Marketing & Events Manager (2005-2006)

Events Manager (2000-2005)

- Corporate events planning
- Proofing and editing marketing materials
- Project management

Technical Staffing Consultant

(Reason for leaving: moved to North Carolina)

- Relationships building with hiring managers
- Manage external staffing vendors
- Technical support for staffing department

EDUCATION June 1994 San Francisco State University, Bachelors of Arts, English Language Studies

STRENGTHS & TECHNICAL SKILLS

- Passion for marketing and branding
- Dedication to organizational and client support
- Detail oriented project management
- Well-executed events planning
- Microsoft Windows, Mac OS, UNIX
- Word, Excel, PowerPoint, Publisher, Outlook
- ACT!, Salesforce.com, SAP, BLUE Brand Management
- Adobe Photoshop