

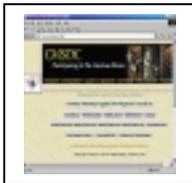
Selected Accomplishments



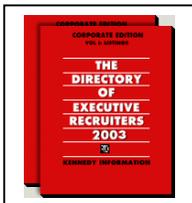
Developed relationships with local and regional media to improve access and create additional exposure and opportunities for coverage of company events and milestones. This included exclusive articles and broadcast coverage, staff quotes in articles and reports, news releases and other promotional activities.



Proposed advertising campaign to business segment managers, designed ad and wrote content for 2 “magazine style” inserts in the “How to...” series published by the Augusta Chronicle. These magazines are designed to be used as a reference. Additionally, this was utilized as a sales tool for business development.



Volunteered as member of the CMSDC Marketing Committee to develop marketing programs and materials. In addition, this provided access to the executive management for networking and business development within the organization and with corporate sponsor membership.



Placed company profile in two published national directories relating to relevant company services. This information is also published in the directory’s online resources.



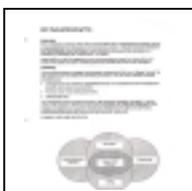
Proposed and developed a relationship with MAPP service for a revenue development partnership. Negotiated revenue split and redesigned webpages on the company website to provide a link to the service, easier navigation, and permission e-mail for future candidate marketing.



Re-designed layout and content of sales literature with each business segment manager to feature current service offerings. Created new brochures to address new business segments and services.

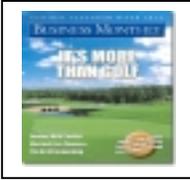


Developed and wrote a series of modules on sales training published and archived on the company intraweb and website. The series was designed to complement training from an external consultant to develop staff selling skills and promote cross-selling opportunities with the different business segments.



Researched and developed a tactical marketing plan to support new business development, and improve positioning and awareness in key markets. Part of a more comprehensive plan to integrate levels of customer interest for strategic marketing .

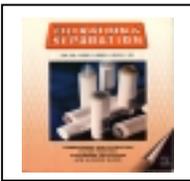
Projects



Developer and writer of a series on sales training for regional business publication. Negotiated the series with publisher and editor.



Author and co-designer of multi-media training for new product and new sales personnel. Researched products with engineering staff and wrote electronic books as well as developing criterion referenced tests and additional materials for classroom instruction.



Campaigns for public relations and awareness development for employers and private clients, including article and news release development and placement and advertising planning.



Scriptwriting and storyboard development for employers and private clients. This includes developing advertising, training, business presentation, and product instruction manuals.



Videography and post production for seminar on Gerontology and Aging. Principal videographer and post production editor for 2 day seminar. Final product was distributed to hundreds of attendees.



Audio production, media planning and client representation from concept development to negotiating radio advertising time slots and on-air promotion. Professional experience on both sides of microphones and cameras as a live performance audio engineer, announcer, broadcast engineer, program host, reporter, and producer.



Narration and content development for employers and private clients. Currently voice-over talent for all GE Power CD/Internet sales training. Other projects include CD business card, training videos, presentations and commercial advertising.



Instructional design and interactive multi-media training and tutorials. As a volunteer for the Tompkins County Public Library in Ithaca NY, I taught library patrons how to use computers and navigate the internet.