

Objective

Marketing Director, Management Position, Sales & Development, Account Director, Advertising Sales/Design
-To develop, implement and oversee marketing concepts, promotional programs, branding and merchandizing strategies created to increase revenue & profits for company/owners.

Profile

“Facilitating results through proper & creative management of needs and resources for clients.”

24 years of successful and diversified business ownership throughout the Northern Virginia Area, creating effective changes and emphasizing strengths to enhance existing businesses and develop new ventures.

- Strong business development and prospecting experience
- Realist approach to working with challenges and awareness of “whole picture” factors
- Ability to deal effectively with all types of personalities
- Above average initiative, creativity, negotiation and listening skills
- Motivated self-starter that is very customer service oriented with professional appearance
- Computer/Graphics Design literate; advanced level Microsoft products, Adobe PhotoShop (NAPP)
- Proven history of adaptive learning - “can learn how to do just about anything in 3 hours”

Experience

Diamond Life Creative Services® Marketing Specialist 1994 - current

Providing marketing, materials, and assistance to real estate professionals and companies in the Northern Virginia Area. Creating programs, campaigns, and approaches to effectively increase client base and quality. Instruction and resources for technological advances and applications. Graphic design for various mediums of marketing including direct mail, in-home presentations, e-mail, print, interactive, and internet. First year increase of tracked revenue in primary office showed 240% directly linked to DLCS efforts. Consistent increase and success over the years for offices and agent clients.

Realtor® Real Estate Sales Agent 1994 - 2002

Affiliated with Metro Referrals®. Inactive licensee providing a liason relationship facilitating the comfortable and successful association of real estate customer and real estate agent for buying or selling of residential property.

Town & Country Transportation and Concierge Services Operations Manager/Chauffeur 1989 - 1994

Providing exceptional limousine and sedan transportation throughout the entire Washington Metropolitan Area. Concierge service representatives placed throughout area hotels/offices/residences. Hire and train employees to above industry standards. Secure and develop accounts throughout the area. Establish a reputation for excellence and build one of the area’s largest businesses through consistent referral activity. Washingtonian Magazine’s “Best Chauffeur in DC” winner 1989.

Hyatt® Regency Reston Doorman/Guest Services 1991-1993

Opening staff of first “5-star” hotel in Northern Virginia as cornerstone of new urban center. Active management of Bellstaff, Doorstaff, Transportation, and Concierge. Duties include active daily operations, hiring, training, and establishment of hotel procedures.

Leave It 2 Me® Personal Shopper 1987 - 1991

Personal shopping service for variety of diverse clients, personal & professional. Event planning services for same.

Like This® Consultant 1985 - 1989

Business consulting services to initiate, develop or re-direct variety of business ventures throughout the Northern Virginia Area. Specialized in efficiency, logistical planning, and retail merchandising facets as needed.

Herndon High School Teacher 1981 - 1987

Specialist in teaching capacity providing instruction in variety of course studies to high school students.

Professional References

Debbie Gill, Realtor	Long & Foster Real Estate	703-668-8360	DGrealst8@aol.com
Carol Welsh, Realtor	Long & Foster Real Estate	703-928-1981	A10Carol@aol.com
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