

MARKETING-COMM01

Profile

Qualified leader with excellent project management and planning skills. Work with minimal direction and have proven success with project managing and coordinating projects. Solid writing and communication skills with attention to detail. Proven ability in working on many projects at once with successful outcomes.

Experience

2005 - Present

Deaconess Associations Inc.

Cincinnati, OH

Marketing Systems Assistant, Deaconess Corporate Marketing & Communications

- Collaborate on creative projects for promotions and advertising.
- Coordinate senior membership program – plan monthly luncheons, calendar newsletter and oversee volunteer support staff.
- Manage website content management system for DAI company websites by updating copy, uploading images, pdf's, etc. to websites.
- Manage Google Adwords accounts by updating keywords, tracking clicks, updating ads as needed.
- Work with business vendors on a constant basis for printing needs, promotional items, and advertising.
- Served as contributed writer for past newsletters.
- Experience in writing and promoting press releases and follow up with media for placement and news coverage.
- Proficient computer knowledge on both PC and Mac platforms using a multitude of programs on both platforms – Microsoft Office applications, Adobe Photoshop, Illustrator, Designer, and Quark

Accomplishments

- Served as Employee Campaign coordinator for 2009 Fine Arts Fund Deaconess Hospital Employee campaign. The 2008 monetary goal was exceeded by 178 percent under my direction and coordination. Selected as a winner of the Employee Campaign Coordinator contest.
- Help to decrease freelance design costs for department by utilizing my graphic design skill set in replace of using outside designers.
- Have taken on more responsibilities due to company downsizing. Additional responsibilities have broaden my skill set in public relations, graphic design, coordinating and event planning for senior membership program.

2004 - 2005

Miami Systems

Blue Ash, OH

Assistant Programmer

- Data warehousing of customer account data files for the digital print department.
- Liaison between programmers and project managers.
- Conducted job processing and data file management.
- Supported production Xerox operators with troubleshooting.
- Problem solved/researched in job processing and computer programming.

Accomplishments

- Was offered project manager position due to my high level of organization and multi-tasking skills. Communicated well with clients and problem solved issues diligently regarding their accounts. Worked well with all levels of the organization to problem solve challenges and issues with digital print job processes.
- Prior to my resignation, I was inline to be promoted to Programmer for the digital print department. Programmers deal directly with client's needs and build/modify computer programs to align with clients' direct print needs.

Education

2000 - 2004

University of Cincinnati

Cincinnati, OH

Bachelor of Business Administration

Focus concentration in Marketing

Integral concentration in Product Information and Supply Management