**KEY SKILLS**

**Media**

* Writing
* Editing
* Social Media and Blogging
* Social Media Marketing
* Media Relations and PR
* Outreach
* Advertising
* Integrated Marketing
* Web Design
* PowerPoint Design

**Research and Analysis**

* Primary Research
  + Interviewing
  + Observation
  + Surveys
  + Content Analysis
* Secondary Research
  + Personal
  + Official
  + Mass Media
  + Qualitative analysis

**Communications Management**

* Internal and External Communications
* Communications Strategy and Planning
* Interpersonal Communications
* Intercultural Communications
* Marketing Communications
* Project Management
* Presentations
* Public Speaking
* Training

**RELEVANT CAREER EXPERIENCE**

## Lenze Americas December 2014 – Present

## Distribution Programs Coordinator/ Channel Programs Coordinator

## Starting in the newly created position of Distribution Programs Coordinator, I developed parameters based upon the skills-set for which I was hired:

## Create and/or contribute to all internal and external Distribution department communications

## Run, format, and analyze customer purchase history reports to develop “Focus Distributors”

## Utilize Microsoft Excel to analyze and present data in the form of Pivot tables, cross-referenced formulas, compound charts, and dashboards for stand alone and PowerPoint presentations

* Research and substantiate measurable results for programs implemented
* Laterally shifted to Channel Programs Coordinator in April 2016 to expand role reach

## Community College of Rhode Island January 2008 – December 2014

## Peer Tutor/Academic Coach/Assistant Office Coordinator

## Starting as a Peer Tutor in 2008, I worked my way up the hierarchical ladder to the position of Academic Coach and Assistant Office Coordinator. As a Paraprofessional, I assisted in the Chemistry Department, drawing upon my Communications skills to offer hands-on teaching assistance in laboratories, overseeing students and student progress. The classes with which I assisted saw a 50% increase in student retention as well as a 100% increase in students receiving A-level grade averages. Additional responsibilities of my positions included:

## Research and create topical presentations and learning aids to use in conjunction with tutoring pre-Health Sciences and Engineering students in the fields of Math, Biology, and General Chemistry

## Strategic planning of lessons, based upon individual and group learning needs

## Document, analyze, and report student progress to department supervisor and faculty instructors

* Assist in the training of new tutors to see that they are academically astute and following all training protocols
* Represent the college and department at professional events and conferences hosted by college and community

*Ask Tazi! America’s FAVORITE Advice Giving Cat!* September 2011 – December 2014

Content Writer and Manager

Originally launched as a writing class assignment, [www.asktazi.com](http://www.asktazi.com) became a daily online feature, and I its Content Writer and Manager. Responsibilities included writing letters and responses,as well as answering letters from actual readers seeking advice; op-ed writing; and social media marketing. By utilizing social media *Ask Tazi!* regularly saw exponential gains in monthly readership for the first 24-months from its inception, and developed an international audience of daily readers (Google Analytics).

Hope Valley Industries June 2004 – June 2005

Marketing Communications Manager (part-time)

In this part-time position I was assigned the duties of creating a small Marketing Department for the newly created after-market division of Hope Valley Industries, updating the company’s online presence by creating a fully-interactive website, and improve sales by working cooperatively with the Sales and Engineering departments on product line development.

Hope Valley Industries (cont.)

After being tasked with learning CAD software (MasterCam) to assist with mechanical drafting, I learned how to merge my industrial designs with Adobe Illustrator to create virtual renderings of yet-to-be manufactured products for use in marketing and sales presentations. Additional responsibilities included:

* Strategic planning and creation of all Marketing Communications materials, from first draft to hard copy printing
* Negotiate price and terms on printing contracts and equipment, securing savings through promotional pricing
* Working directly with local, national, and international customers on product design, and making appropriate recommendations as to color scheming, layout, and sizing of project artwork
* Designing Point-Of-Purchase displays and product information sheets for clients such as Mitsubishi, Kia, and *NASCAR* Auto Racing
* Review weekly and monthly trade journals to study and analyze current and projected automotive trends

## Pride Auto Group of Southern New England May 2001 – January 2003

Marketing and Customer Relations Manager

In this duel position for a seven-dealership automotive group, I was tasked with analyzing past financial performances while planning and executing a marketing strategy for Customer Relations Management. Utilizing available CRM software, I increased customer retention rates and slashed operating deficits by more than 50%. Through analysis of dealership accounts I discovered mismanagement of customer records, mis-crediting profits within the dealership group. I corrected the issue and trained employees on the correct protocols. Additional responsibilities included:

* Design and copywrite advertising campaign materials, including newsletters; coupons; flyers; web pages; letters, and other marketing materials that remained in use until dealership group closed in 2009
* Coordinate efforts to reach and maintain the goal of being the #1 ranked Hyundai dealership in New England/National Top-10 dealership with respect to Customer Satisfaction
* Organize Corporate requirements for efforts to achieve DaimlerChrylser 5-Star Excellence Award
* Liaise and mediate between sales staff and customers to resolve issues relating to customer satisfaction
* Implement new sales and service forecasting methods through active Customer Relationship Management, thus increasing the company’s bottom line without incurring increased expense
* Strategic planning and execution of in-house promotional events, and dealership presence at annual NorthEast Auto Show

**PROFESSIONAL ORGANIZATIONS**

Community College of Rhode Island

* Residency Appeals Board, Member 2009 – 2014
* Student Government, Vice-President of Public Relations

Knight Campus (2008 – 2009)/Flanagan Campus (2009 – 2010)

* Academic Board of Appeals, Student Representative 2008 – 2009

**EDUCATION**

University of Rhode Island – Bachelor of Arts, Gender and Women’s Studies/minor in Writing and Rhetoric, 2013

*Summa Cum Laude*

Community College of Rhode Island – Associates of Science, General Sciences/Biology, 2010

Magna Cum Laude/Honors Program Graduate

Rhode Island College – Bachelors of Arts, Communications/minor in Women’s Studies 1997