**SUMMARY:**  An accomplished Communications and Business Development professional with 10+ years progressive experience and a proven record of success seeking to secure permanent, full-time work in a project management position

**KEY SKILLS**

**Business Development**

* Data Mining
* Customer Relation Management
* Sales Support Management
* Strategic Planning
* Public Relations
* Event Planning
* Team Building
* Tableau
* Microsoft Excel

**Research and Analysis**

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

**Communications Management**

* Internal and External
* Interpersonal and Intercultural
* Marketing Communications
* Project Management
* Presentations
* Public Speaking
* Training
* Writing and Editing
* Social Media and Blogging

**RELEVANT CAREER EXPERIENCE**

## Lenze Americas December 2014 – November 2017

## Channel Programs Coordinator

## Developed and grew position in conjunction with the needs and goals of Lenze Americas’ Distribution channel through:

## Researched and substantiated measurable results for all programs implemented

## Analysis of customer purchase history reports and recommendation of “Excellence Performance Partners” (customers with highest business development prospects)

## As of October 2017, year-over-year revenues of accounts showed an average revenues increase of 25%

## Created and/or contributed to all internal and external Distribution department communications

## As of October 2017, measured response rate for campaigns was 23% (28% above industry average)

## Utilized Microsoft Excel to analyze and present data in the form of Pivot tables and dashboards

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

## Peer Tutor/Academic Coach/Assistant Office Coordinator

## Started as a Peer Tutor in 2008 and regularly promoted on the basis of measurable performance results, including:

## 50% increase in General Chemistry 1 student retention rate

## 100% increase in students receiving A-level grade averages in General Chemistry 1

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

## Documentation, analysis, and reporting of student progress to department supervisor and faculty instructors

* Training of new tutors to ensure academic qualifications
* Representation of the college 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):

* Utilized social media to accomplish exponential gains in monthly readership (2,000% Month 1 vs. Month 24)
* Developed an international audience of daily readers
* Current page views of over 250,000, in spite of active, new material being retired after December 2014

Hope Valley Industries, June 2004 – June 2005

Marketing Communications Manager (part-time)

## Tasked with creating a small Marketing Department for the newly created after-market division of Hope Valley Industries, Accomplishments included:

## Improved work flow by working cooperatively with the Sales and Engineering departments on product line development, cutting production time by almost 50%

* Negotiated price and terms on printing contracts and equipment, securing an average of 30% savings
* Managed the creation of all Marketing Communications materials, from first draft to hard copy printing
* Worked directly with local, national, and international customers on product design, and made appropriate recommendations as to color scheming, layout, and sizing of project artwork
* Designed displays and product information sheets for clients such as Mitsubishi, Kia, and *NASCAR* Auto Racing
* Reviewed 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 Business Development Manager

## Tasked with analyzing past financial performances while creating a Customer Relations Management plan in order to increase revenues. Accomplishments included:

* Utilized available software to increase customer retention rates and slash operating deficits by more than 50%
* Implemented new business forecasting and development methods through active Customer Relationship Management system, thus increasing the company’s bottom line without incurring increased expense

## Analyzed dealership accounts and discovered mismanagement of customer records

* Attained and maintained the goal of being the #1 ranked Hyundai dealership in New England/National Top-10 dealership with respect to Customer Satisfaction (2002)
* Organized Corporate requirements for dealership efforts to achieve DaimlerChrylser 5-Star Excellence Award
* Designed and copy wrote advertising campaign materials, including newsletters; coupons; flyers; web pages; letters, and other sales enhancing materials that remained in use until 2009
* Coordinated the planning and execution of in-house promotional events and dealership presence at the 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 (Pre-Law)

*Summa Cum Laude* (3.71 GPA)

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

High Honors (3.72 GPA)/Honors Program Graduate

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