

Career Objective: *To support the growth and profitability of an organization that provides challenge, rewards achievement, and encourages personal and professional growth.*

Education: *Bachelor of Business Administration, Marketing Major
Mississippi State University; Starkville, MS*

Professional Experience:

Marketing:

- *Developed and implemented state wide marketing plan consisting of three office locations*
- *Produced and maintain state wide marketing budgets*
- *Produced marketing collaterals for sales staff use*
- *Published and maintained corporate intranet & web site*
- *Utilized advertisements in local and industry publications to provide information on new and existing products and services as well as corporate seminars and events*
- *Produced and conducted marketing surveys to gather information on customer perception and satisfaction*
- *Designed and produced numerous PowerPoint presentations for sales staff and executive staff use*
- *Purchased promotional products and corporate gifts and maintained inventory for trade show giveaways and employee purchases*
- *Worked with outside agency to produce on-hold voice messaging to promote our company and the products and services we provide*
- *Produced and distributed newsletters, e-newsletters, and direct mail advertisements*

Management:

- *Developed and maintained relationships with manufacturer representatives*
- *Produced and maintained numerous budget, inventory and sales spreadsheets*
- *Promoted, directed and facilitated numerous seminars and executive meetings*
- *Designed, produced, and maintained customer and competitor profiles*
- *Coordinated all state wide trade show interactions*
- *Fulfilled all duties of employee management through direct employee supervision*
- *Worked directly with executives and fellow managers to make decisions that impact the entire company*
- *Attended numerous workshops and training programs such as Improved Negotiations and Dale Carnegie Management Training*
- *Produced press releases for numerous situations and distributed to local print publications*

Graphic Design:

- *Designed numerous company logos and other related graphics*
 - *Designed marketing collaterals for new and existing products and services*
 - *Designed corporate intranet & web site*
 - *Designed numerous advertisements for local and industry publications*
 - *Designed newsletters, e-newsletters, and direct mail advertisements*
 - *Designed tradeshow booths*
 - *Produced corporate videos directed at improving employee motivation and building team unity*
-

Professional Employment:

- **Avow Technology Solutions** ~Marketing Manager May 2001 – Present
 - **Keith Smith Company, Inc.** ~ Marketing Analyst / Specialist July 1996 – April 2001
 - **Hot Springs Country Club** ~ Assistant Golf Professional February 1995 – June 1996
-

Highlights of Qualifications:

- *Professional appearance and manner*
 - *Ability to analyze and solve problems in a constantly changing work environment*
 - *Competitive, efficient, and dependable*
 - *Self motivated and well organized*
 - *Equally effective in self managed projects and as a member of a cooperative team*
 - *Highly efficient and extensive experience in numerous computer applications*
 - *Enjoy a dynamic and challenging work environment*
 - *Ability to represent my company with dignity and professionalism*
 - *Committed to professional excellence*
-

Professional References:

Greg Norris

Avow Technology Solutions
Vice President of Sales & Marketing
(Current Supervisor)
(501) 603-2534

Jeff Spann

First Arkansas Bank & Trust
Senior Vice President / CIO
(Former Avow Director of Sales)
(501) 982-4511

Rebecca Taylor

Vestcom, Inc.
(Former Avow Human Resource Director)
(870) 692-1911

Jeff Patrick

Central Arkansas Foundation Homes
(Former Avow Sales Manager)
(501) 416-5113