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| **EDUCATION**  |  | **PROFESSIONAL EXPERIENCE** |
| **B.S., Major in Mass Communications,** Minor in Marketing (Magna Cum Laude)Confidential University Athens, GA* Member, American Marketing Association (Atlanta Chapter)
 |  | **ABC Corporation** (formerly DEF, Inc. and GHI, Inc.),Atlanta, GA 2002 – 2009**National Events Manager** (Health Care Sector) 2008 – 2009* Spearheaded all planning activities from concept to execution for events with up to $100,000 budgets.
* Handled all event budgeting, ensuring top quality while consistently coming in under budget.
* Directed event logistics including registration and setup, travel, hotels, booths, client receptions, guest lists, conference accommodations, presentations, and itineraries, both remotely and on-site.
* Led weekly cross-functional team conference calls leading up to each event, solving logistical issues and coordinating preparation with up to 14 individuals from multiple divisions.
* Established and built successful partnerships with vendors, hotels, event management companies, and production services companies.
* Maintained in-depth project plans including detailed Excel workbooks with continually updated task lists, contact lists, deadlines, and budgets.

**Marketing Specialist** (Software Services Division) 2002 – 2009* Spearheaded e-mail marketing campaigns, resulting in more than 80% of software services clients coming in through e-mail marketing channel.
* Orchestrated two successful corporate re-branding campaigns, including coordination of legal name change and new logo with all vendors and clients, new Web site and marketing materials, internal and external messaging, and internal communications coaching.
* Collaborated with sales team, directors, and India marketing team to issue proposals (RFPs and RFIs).
* Assisted in executing internal and external events, including trade shows, conferences, and parties.
* Created content for corporate Web site, sales presentations, e-mail campaigns and corporate sales collateral.

**Corporate Marketing Coordinator** 2000 – 2001Confidential Company, Inc., Atlanta, GA* Handled allocation of $500,000 marketing budget, including advertising, print collateral, trade shows and seminars, and services from an advertising company and a PR company.
* Led company's inaugural e-mail marketing initiative, resulting in considerable increase in customer traffic.
* Organized and executed company representation in trade shows, conferences, and seminars.
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| **VOLUNTEER EXPERIENCE****Volunteer, Confidential Nonprofit Organization**Atlanta, GA 2009 – Present* Devoted time to sorting and categorizing textbooks for shipment to schoolchildren in Africa.

**Volunteer, Confidential Nonprofit Organization,**Atlanta, GA 2003 – Present |
| **TECHNICAL CAPABILITIES*** IBM-compatible systems
* Windows Professional XP/ Vista
* MS Office 2003/ 2007
* Photoshop
* Acrobat
* Siebel CRM
* Constant Contact
* Ektron
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