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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 – 2001  Confidential 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. |
| **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 |