

## SKILLS & YEARS OF COMBINED EXPERIENCE

### EXEC LEADERSHIP

- 12** EXECUTIVE DIRECTOR
  - STAFF / DEPARTMENT
  - INTERN PROGRAM
  - VOLUNTEER TEAM
  - HOSPITALITY
- 09** CORPORATE TRAINER
- 08** BUSINESS PLANNING
- 11** PROJECT MANAGEMENT

### MARKETING & SALES

- 20** MARKETING/ADVERTISING
  - CORPORATE SPONSORSHIP
  - DIRECT MAIL / SALES
  - SOC MEDIA / MEDIA BUYING
  - DIGITAL / USABILITY / SEO
  - GOOGLE ANALYTICS / SEM
  - BROADCASTING & RETAIL
- 13** PUBLIC RELATIONS

### FINANCE/BUDGET

- 08** BUDGET MANAGEMENT
  - VENDORS
  - MARKETING CAMPAIGNS
  - TRAVEL
  - STAFF / SALARY
- 08** ACCOUNTING
  - ACCOUNTS PAYABLE
  - ACCOUNTS RECEIVABLE

### EVENT PLANNING

- 06** CORPORATE EVENTS
  - PHARMACEUTICAL
  - MEDICAL
  - BROKERS OPEN
  - BANK / LOAN
- 06** PRIVATE VENUES
  - WEDDINGS
  - CELEBRATIONS

MICROSOFT OFFICE - POWERPOINT (ELABORATE) - ADOBE ACROBAT - GOOGLE ANALYTICS - FACEBOOK AD MANAGER - HOOTSUITE - WIX -- WORDPRESS - CONSTANT CONTACT  
YOUTUBE - SHAREPOINT - ASANA - VIMEO - HIGHTAIL - DROPBOX - IPSWITCH - MYEMMA - MINDJET MINDMANAGER - LOTUS NOTES - OUTLOOK - DONOR VISION - ORACLE



“ The most accurate way to describe myself is derived from my Birkman Interpersonal Assessment which revealed that I like to sell or promote, persuade, counsel, and teach.

I enjoy combining these activities with innovative & creative approaches. I tend to build agreement while also considering the views of others. ”

*Carrie A. Davis*

### MILESTONES & ACCOMPLISHMENTS

- .03% of \$5.9 Million Budget
- 100% Corporate Sponsorship of Salary
- 700% Growth - 30% Waste Reduction
- 300% of Sales Quota
- 35% YOY Market Expansion
- 64% Reduction of Departmental Expenses
- Moved Budget from -\$15K Net to +41K Net

# DETAILED EXPERIENCE



2015 - 2017 / CHAMBER - TACOMA-PIERCE COUNTY, WA  
PR & Communications Manager

- + Hire, Train, Develop & Lead New Communications Team
- + Rebrand the Organization's Design, Treatment & Messaging
- + Create Award Winning - Fully Integrated Marketing Campaigns
- + Design, Copyright, Web Development & SEO of New Website
- + Build Social Media Business Platform Infrastructure
- + Social Media Campaign Design & Creation
- + Grow Facebook REACH from 200 per wk. to 19K per wk.
- + Overhauled Business Protocol & Establish Mar/Comm Plan
- + Sales Promo Toolkit & Highly Customizable Member Directory
- + RFP Reconstruction, Creating Thousands of Advertising Dollars

- + Corporate Sponsorship Sales & Marketing Support/Collateral
- + Budget Management (Reduced Expenses 65%)
- + Advertising Program Creation (*Increased Revenue Stream 105%*)
- + Publish Weekly eNews Communication
- + Design, Script, Narrate, Produce & Edit Video Productions
- + Create High Level PowerPoint Presentations (Motion Graphic)
- + Public Speaking – Presentations
- + Establish Efficient Digital File/Server Reconstruction/Protocol
- + Public Relations, Client/Member Development
- + Event Promotion and Sponsorship Lift & Recognition



2006 - 2014 / WORLD VISION & PLAINJOE STUDIOS – FEDERAL WAY, WA & CORONA, CA  
Executive Director, Major Donor Direct Mail, Broadcast, Retail Marketing & Digital/SEO-SEM Marketing

- + Client Solutions
- + Marketing Approaches
- + Web / App Design & UI Strategies
- + Social Media Campaigns
- + Project Management Coordination
- + Client Relations
- + Video Strategy / On-Site Directing
- + Integrated Campaign Development
- + File Management
- + Production Management
- + Design & Copy Editing
- + Brand Strategy & Development
- + Client/Studio Liaison

- + Direct Mail and Fundraising Strategy & Production
- + Corporate Sponsorship Sales & Marketing Collateral
- + 35% YOY Growth (*50K to 150 Sponsored Children in 3 years*)
- + Resource Management - Reporting/Analytics
- + Manage & Balance \$5.9 Million Budget Leveraging Gov.Grants
- + Staff/Volunteer/Intern Recruitment & Training
- + Develop High Level, Engaging, Interactive Training Programs
- + Develop & Manage Broadcast, Web & Social Media Campaigns
- + Media Interviews and Monthly Digital Newsletter Creation
- + Coordinate On-Air Talent Interviews & Programming
- + B2B/Retail/Mobile/Web/SM/F2F Integration
- + Agency & Stakeholder Collaboration
- + Domestic & International Travel - Coordination



2000 - 2006 / SEVEN TWENTY BISTRO – PUYALLUP, WA  
Executive Director of Marketing & Operations

- + Strategic Business/Marketing Plan (*700% Growth*)
- + Target/Secure Corporate Clientele - 90% Pharmaceutical
- + Corporate Catering Event Management
- + PR with Local Business & Government Officials
- + Menu Development & Execution
- + Human Resources & Training
- + Manage Partner & Vendor Relations
- + Accounting & (*no debt*) Finance Management



1999 - 2001 / PITNEY BOWES – TUKWILA, WA  
Corporate Trainer & National Account Manager

- + 3 to 5 Classes Daily / 30-50 Corporate Participants
- + Cultivate Territory, Expand & Develop Prospects
- + Customize Solutions per Client's Needs
- + Troubleshoot Technical Challenges
- + Program Client Specific Equipment Features
- + Market Research & Sales Reports
- + Mileage & Budget Management
- + On Average, 300% of Quota

## EDUCATION

Stadium High School / Highline College / Genesis, Washington State of Real Estate / Experience Equivalent to a Masters of Integrated Marketing Communications.

**Continued Education:** Business Writing & Communication Certification, Excel MOS, Collaboration in the Workplace, Excelling as a Leader/Supervisor, Finding Your Audience Marketing Certification, Get Employees into their Sweet Spot Training Program, Strategic Thinking & Marketing, Developing Client Loyalty Course, Successful In-Store Events on a Budget, and Building Customer Relations, Project Management Certification, Donor Vision Operating Systems, Concur Financial Accreditation, SOS Travel, Hyperion Certified.

**COMMUNITY SUPPORT:** For six years, volunteered with a community youth program planning and implementing events and fundraisers. Lead life-mentor group for teen girls (with 15 adolescent girls, weekly). Feed the homeless in Seattle/Tacoma, WA and Norco Rescue Mission, CA. Organize youth to visit the elderly, and serve families in distress at Children's Hospital Tree House.