

PURSUADE WHILE CONSIDERING THE VIEWS OF OTHERS  
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SEATTLE / TACOMA WASHINGTON

# CARRIE DAVIS

## MARKETING AND SALES DIRECTOR

-- SKILLS AND YEARS OF COMBINED EXPERIENCE --

### LEADERSHIP

- 10** DIRECTOR
  - INTERN PROGRAM
  - VOLUNTEER COORD
  - HOSPITALITY
- 09** CORPORATE TRAINER
- 06** BUSINESS PLANNING
- 09** PROJECT MANAGEMENT

### MARKETING

- 14** MARKETING
  - ONLINE / SM
  - DIRECT MAIL
  - BROADCASTING
  - RETAIL
  - COLLATERAL
- 11** PUBLIC RELATIONS

### FINANCE

- 06** BUDGET MANAGEMENT
  - VENDORS
  - MARKETING CAMPAIGN
  - TRAVEL
  - STAFF / SALARY
- 06** ACCOUNTING

### EVENT PLANNING

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

MICROSOFT OFFICE -- POWERPOINT -- ADOBE ACROBAT -- LOTUS NOTES -- OUTLOOK -- DONOR VISION -- ORACLE MYEMMA -- WORDPRESS -- MINDJET MINDMANAGER -- IPSWITCH -- SHAREPOINT -- VIMEO -- HIGHTAIL -- DROPBOX

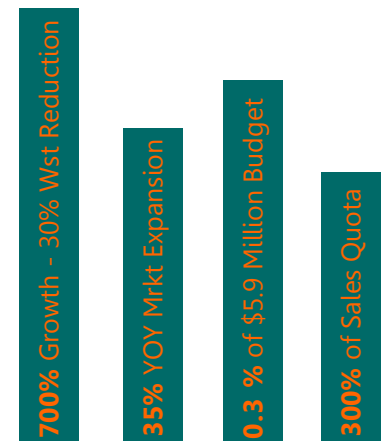


Carrie Davis

“ 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 or teach.

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

## MILESTONES



## EXPERIENCE

2013 - PRESENT / PLAINJOE STUDIOS, CORNOA CA  
Executive Director



- + 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

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



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

2006 - 2013 / WORLD VISION, FEDERAL WAY WA  
Major Donor, Broadcast, Retail Marketing



- + Direct Mail Strategy & Production
- + Sales Collateral
- + 35% YOY Growth (50K to 150 Spon Child in 3 yrs)
- + Resource Management - Reporting/Analytics
- + Manage & Balance \$5.9 Million Budget (.03%)
- + Staff/Volunteer/Intern Recruitment & Training
- + Develop High Level Training Program
- + Broadcast, Web, Social Media Campaigns
- + Publish Monthly eNews Letter
- + Coordinate On-Air Talent Interviews
- + B2B/Retail/Mobile/Web/SM/F2F Integration
- + Agency & Stakeholder Collaboration
- + Domestic & International Travel - Coordination

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



- + 3 to 5 Classes Daily / 30-50 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 / Highline Community College / Genesis Real Estate / Experience Equivalent to Bachelor of Arts in Marketing.

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

## 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 .