

OBJECTIVE

Managerial position in marketing utilizing multimedia and communication skills

QUALIFICATIONS

- Diverse marketing background in the Real Estate, Financial Services, Consumer Electronics, Entertainment and Beauty Industries.
- Broad web, print and digital media abilities including the creation of logos, corporate stationary, packaging, sales kits, manuals, brochures, direct mailers, websites, HTML emails, presentation boards and trade show booths.
- Advanced skills in Microsoft Word, Excel, PowerPoint, Visio, Adobe Illustrator, InDesign Photoshop, Acrobat and Dreamweaver.
- Skills dealing in customer service, public relations, sales, project management, beta testing, market research and event coordination.

EMPLOYMENT

DAUM Commercial Real Estate, a Platinum Equity Company | Los Angeles, CA

2005-present

Director of Marketing

- Builds and heads marketing department to be a critical support service to 9 branch offices and over 115 agents in Southern California and Arizona. Fulfills high-level marketing needs efficiently and effectively in a fast-paced, demanding work environment. Increases brand recognition by creating new corporate identity including stationary, website, signage, digital and print material as well as advertisements. Creates internal network tools and tailors sales pitches to reflect current market conditions and target markets for agents' canvassing and direct mailing. Helps agents obtain multi-million dollar listings by creating sales packets, large presentation boards and accompanies agents to help win contracts. Handles marketing and public relations for larger listings.

L'Image Restaurant and L'Image Beauty Boutique | Los Angeles/Sacramento, CA

2005-2008

Marketing Consultant

- Designed high-end marketing collateral to increase customer base of Vlade Divac's boutique and restaurant. Maintained client list and created literature to increase consumer loyalty and sense of personal contact. Assisted with charity events and designed magazine ads.

American HealthPro Credit Union | Sacramento, CA

2004-2005

Marketing Specialist, Graphic Designer & Web Master

- Implemented strategic marketing goals to increase membership and community awareness. Managed all marketing needs for Credit Union including designing, writing and executing campaigns/promotions while staying under budget. Administered website redesign.

American Technology Corporation & e. Digital Corporation | San Diego, CA

2001-2004

Marketing Communications Specialist II & Marketing Assistant

- Ensured company maintained a sharp and professional look through print material, digital media and tradeshow to shareholders, OEM clients, the US Government and other consumers in the marketplace. Submitted press releases through Business Wire and was the first point of contact for all media and sales enquiries. Handled all aspects of tradeshow including configuring tradeshow booths, designing graphics, coordinating logistics as well as interfacing with potential clients at the industry events.
- Designed sales kits, data sheets, presentations, website graphics, splash screens, product packaging, labels, quick guides and manuals to further establish corporate identity. Assisted corporate buyers and worked with foreign manufacturers. Conducted beta testing and consumer surveys to maximize sales potential of MP3 players. Made recommendations to aid the CEO and COO.

EDUCATION

Print Material Certificate | Centers for Education & Technology, San Diego, CA

2003-2004

5 Month, 290 Hour Program

- Training covers artistic and technical skills in image editing, vector file creation, print production, and page layouts.

Bachelor of Science in Business Administration | California State University, San Marcos

2001

Option: High Technology Management

- Cum Laude
- Sigma Iota Epsilon Business Fraternity

VOLUNTEER WORK

Bob Hope Hollywood USO at Los Angeles International Airport

- Provided Hospitality and Support to Military Personnel with over a year of service.

Kensington Citizen's Advice Bureau and Legal Centre | London, United Kingdom

Volunteer Consultation Assistant

- Responded to the need for a directory by researching and consolidating information from regional agencies and created a comprehensive booklet that assisted those in need.

Taylor Made Golf Club Company | Carlsbad, CA

Volunteer Club Tester for Research and Development Department

- Interacted with design engineers to test, evaluate and improve club heads/shafts for marketing, production and customer satisfaction. Increased earnings potential by tailoring club specifications to female golfers.