

VERENA AIBEL

"If you are looking to increase your visibility, work more efficiently and solidify your presence in the marketplace..."

📞 551-486-7365

🌐 www.linkedin.com/in/vibrantvisions/
www.vibrant-visions.com

✉ verena@vibrant-visions.com
📍 Hackensack, NJ USA



EXPERIENCE

Executive Consultant/Coach & Owner

Vibrant Visions International LLC

📅 01/2001 - Present 📍 Hackensack, NJ

- Collaborate with C-Suite to address organizational, operational, and marketing communication challenges; create reports/PPTs
- Execute confidential management & research projects
- Conduct comprehensive client database research & development
- Generate email campaigns averaging 30-40% open rates

National Sales & Marketing Manager

Occupational Assessment Services (Legal Services)

📅 08/2016 - 01/2019 📍 Lodi, NJ

Robust national legal services firm whose clients were awarded \$1.2BN in verdicts & settlements in the past 30 years

- Tripled the company's national exposure via 60 trade shows in 1 year
- Spearheaded 200+ trade show events & 30+ CLE seminars
- Doubled the number of active Constant Contact contacts to 30,000
- Created and gleaned insights from 300 eMarketing campaigns

Senior Analyst/Marketplace Insights

Verizon (Contract)

📅 04/2016 - 07/2016 📍 Basking Ridge, NJ

- Troubleshoot and rectified a \$500K pay to order processing error.
- Orchestrated a probe to identify and eliminate \$0.5 million in debt.
- Provided financial tracking for 400+ projects via Altarama.

Executive Consultant

Premier East Edible Arrangements

📅 04/2015 - 04/2016 📍 Teaneck, NJ

- Researched, compiled, and implemented extensive executive reports for 8 Edible Arrangement retail stores and for Gardenia's Fire.
- Converted 22 corporate store accounts generating \$20K in one month.

Accounts Receivables Assistant

Osem USA Inc., Div. of Nestlé (Contract)

12/2014 - 4/2015 Teaneck, NJ

- Reconciled extensive credit notes and credit request memos
- Researched and wrote an in-depth, step-by step, A/P procedures manual for training and operations purposes.

MY LIFE PHILOSOPHY

"Everyone can perform magic, everyone can reach his goal, if he can think, wait, and fast."

"Siddharta" by Hermann Hesse

STRENGTHS

- 👁 Visionary/Eagle Eye
- ⚙ Motivator & Leader
- ∞ Marketing & Operations Insights
- ★ Organizational Communication Pro
- + Bridge-Builder

EDUCATION

B.A. in Communication Studies with Honors

Pennsylvania State University

- 📍 University Park, PA
- Area of Specialization: Organizational and Interpersonal Communication

Certified CoachU Graduate (250+ hours life coach training- & 30 CCEUs)

Coach University

📅 01/2001 - 07/2003