

Summary:

A vibrant, global, tech-savvy, exemplary strategic thinker, bridge-builder and versatile project manager who has a strong background in professional services marketing, legal services, and the pharmaceutical industry and is primed to work remotely and take on a pivotal role on a national or global team.

Experience:

**Vibrant Visions International, Reading, PA
Freelance Project Management Consultant, Coach, Owner**

01/1997 – Present

Collaborate with C-Suite and start-up and established business owners to provide business development, marketing, communications, project management, coaching, training, and operations consulting requiring confidentiality and flexibility.

Highlights:

- ⇒ Executes confidential management & research projects and create executive reports/PPTs.
- ⇒ Conducts comprehensive client database research & development.
- ⇒ Generates email campaigns averaging 30-40% open rates.
- ⇒ Brainstorms to craft a statement synthesizing professional brand and articulate distinct offering.
- ⇒ Consistently establishes brand through all forms of marketing communication, including, but not limited to logo development, taglines, eBlasts, personal correspondence, seasonal campaigns, social media profiles, professional membership organization website profiles, Google and Yelp business platforms, and content blogs.
- ⇒ Attracts executive clientele from the following diverse industries: IT/software, legal services, Business Intelligence, pharmaceutical, real estate, insurance, business communications/public relations, associations, executive coaching, musical instrument manufacturing, professional organizing, dry cleaning services, art, and personal care services.
- ⇒ Spearheads the implementation and account management of Constant Contact eMarketing and client surveys, including significant client database development, research, preparation, extensive list segmentation (average 30 categories), to increase client exposure and generate leads.

GlaxoSmithKline, Warren, NJ

06/19-09/20

Event Marketing Project Manager, Healthcare Professional Expert, US Consumer Healthcare, Oral Health

- Event project management for Expert Markets' 300+ national and regional dental conventions, both in person and virtual.
- Provided oversight & insights on over \$1M+ in departmental spend.
- Worked with multiple stakeholders including territory business managers, department heads, fulfillment company & convention logistic company executives, Marketing, Copy Approval, Finance, Vendor Management, Compliance, and promotional product vendors.
- Initiated extensive additions to new vendor database utilizing SAP/CERPS/Ariba/Fiori applications.
- Developed investigative research reports, established projections for budgeting, compiled purchase order status reports, product recall reports, and participated in internal audits.
- Responsible for the procurement of large volumes of products, from both internal and external vendors.
- Created corporate communication documents to establish best practices and ensure compliance with event documentation financial procedures.

Occupational Assessment Services, Lodi, NJ

08/16-01/19

National Sales and Marketing Manager

- Managed and directed all sales and marketing activities for this robust national legal services firm whose clients, collectively, were awarded over \$1.2 B in verdicts and settlements in the past 30 years.
- Also helped establish, staff, and train two new organizations: Medical Billing Analysts and Legal Nurse Consulting Network.
- Tripled the company's national exposure via active participation as an exhibitor and sponsor at 60 trade shows in 1 year.
- Spearheaded 200+ trade show events nationwide.

- Managed and coordinated 30+ Continuing Legal Education (CLE) seminars nationwide & successfully solicited vendors for CLE program sponsorships.
- Constant Contact Account Manager responsible for having doubled the database to 20,000+ attorneys and 1000+ legal vendors nationwide; created and gleaned insights from 300 eMarketing campaigns.
- Responsible for creating and handling the production of all promotional materials, printed CLE books, flyers, brochures, postcards, mailings, and giveaway items. Also contributed to website content enhancements.

Verizon, Basking Ridge, NJ
Senior Analyst, Marketplace Insights

04/16-07/16

- 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.
- Responsible for the management, tracking, analysis, and reporting of \$50M in departmental spend.
- Developed effective professional relationships with business partners in Consumer and Marketplace Insights (CMI), Accounts Payable, Finance, Sourcing, Legal, System Administration, Contract Management, IT, and multiple vendors, to troubleshoot and rectify project deviations, omissions, and pay to order processing; researched and expedited vendor payments.
- Researched and wrote an in-depth, step-by-step Consumer Marketing Insights Operations manual.

BMS Associates, dba Premier East Edible Arrangements, Teaneck, NJ
Marketing and Sales Manager / Executive Consultant

04/15-04/16

- Researched, compiled, and implemented extensive executive reports for 8 Edible Arrangement retail stores, including Reputation Management report and execution.
- Converted 22 corporate store accounts to Premier East accounts generating \$20K in one month.
- Wrote and managed Constant Contact promotions to over 55K customers for Premier East Edible Arrangements.
- Conducted extensive website review for a new start-up, Gardenia's Fire, examining the product descriptions, biographies, testimonials, and other key communications. Provided feedback, branding ideas, and proofreading edits.

Osem USA Inc., Division of Nestlé, Englewood Cliffs, NJ
Accounts Receivables Assistant

12/14-04/15

- Reconciled and processed extensive credit notes and credit request memos involving multiple invoices (up to 170), deductions/chargebacks, and calculations utilizing advanced MS Excel and SAP knowledge.

Various Part Time Positions: Marketing / Project Management / Trainer

1995-2014

Esteemed Human Development International, CA
Independent Corporate Trainer / EAP Programs For Insurance, High Tech, Pharmaceutical, Healthcare and University Clients

04/11-12/16

ITAP International-Princeton, NJ
Cross-Cultural Trainer

07/95-09/04

Skills:

- Strategic Planning, Project Management & Implementation
- Ability to work independently with teams at all levels within matrixed, diverse, and global organizations
- Team Management – including hiring & training
- Act as Thought-Partner for cross-functional partners and senior leadership
- Demonstrated ability to lead cross-function teams and influence leaders without authority
- Master Communication & Presentation Skills
- Strong Marketing and Market Research Experience in Pharma, Legal, Telecommunications Industries
- Extensive Data Analytics, Troubleshooting and Marketing/Business Development Insights
- Digital Event Strategist training, Constant Contact Solution Provider
- Microsoft Office Suite (Word, PowerPoint, Excel, Publisher, Outlook)
- Adobe/Apple products, QuickBooks, Wordpress, Salesforce and Zoho CRM, social media
- SAP, CERPS, Ariba, Fiori

Education/Training:

- Bachelor's Degree of Arts/Communication Studies (Charter Program graduate)
Pennsylvania State University, University Park, PA; Area of Specialization: Interpersonal and Organizational Communication. Graduated with Honors.

Certifications:

- Digital Events Strategist (DES) Certification, Professional Convention Management Association, 10/20.
- Certified CoachU Graduate, Coach University (CoachU), July 2003: 250+ hours life coach training and 30 CCEUs.
- Certified Cross-Cultural Trainer for Living and Working Abroad Programs, July 1995.

Associations:

- Trusted Legal Partners – Founding Member & Newsletter Editor
- Penn State University Alumni Association Member
- Penn State University Alumni Association – Lehigh Valley Chapter- Member & Communications Committee Co-Chair

2/9/21 VA