

Resume
(Scannable Version)

Pamela Prospective
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Objective: Communications Director / Creative Marketing Solutions

Education:

MS Management Dec 1999; MICHIGAN STATE UNIVERSITY, East Lansing, Michigan

BA Graphic Design with minors in Advertising, TV/Radio, Psychology and Spanish; MICHIGAN STATE UNIVERSITY, East Lansing, Michigan

Career Highlights / Expertise:

Leadership experience includes staff, operations, project and vendor management roles; aggressive corporate image & visibility building campaigns have included innovative advertising & marketing via print, radio, television, logo & color scheme redesign, active community and industry association participation and networking

Professional Experience:

WIDGETS-BE-US, Stockton, California, 1995 to February 2001
Marketing & Public Information Manager

Marketing staff and operations management accountability included developing and maintaining compliance of \$450K annual marketing budget with this widget manufacturer, serving the international market. Led seven direct & indirect reports who supported mission of enhancing organization's world-wide image and visibility, through communication, to achieve increases in profitability objectives. Contribute success to intrinsic strengths in building positive, partnering relationships with staff, peers, senior executive team members, as well as external vendors, political liaisons and global widget advocates.

Designed and facilitated semi-annual updates on widget brochures and books, including widget use, widget instructions, widget precautions, and widget promotional information, including annual report

Created new widget image via redesigned logo & color scheme and managed rollouts in all letterhead, brochure, media kits, promotional materials, annual reports and new package design at all widget outlets.

Wrote & distributed press releases and serve as key resource to print and television media professionals; wrote and oversaw production efforts of improved telephone messaging system; implemented agency-wide badge and shirt logo program; oversaw advertising agencies in promotions / seasonal campaigns

Vendor research, selection, negotiation and management (including bidding processes) with printers, distributors, advertising agencies, graphic design specialists

Appointed to lead a four-day, statewide conference, hosting 400 widget industry

professionals; developed promotional & conference literature, solicited and scheduled speakers, coordinated travel, food and hotel accommodations, etc.

Secured agency approval to facilitate an 'interior & exterior' widget advertising programs that resulted in an average \$110K in new annual revenues

WIDGETS R US, INC., Benton Harbor, Michigan, Nov 1992 to Dec 1994

Sales Representative

Recruited to turn around under performing East Michigan territory for this international widgets services company serving world-renowned corporate clientele. Successfully solicited and secured local & national corporate accounts while rejuvenating customer relationships and building business with existing accounts.

ALL-STAR WIDGETS, LTD., Lansing, Michigan, May 1986 to Oct 1992

Sales Account Executive / Director of Sales

Led 6 sales representatives to achieve consistent sales revenue increases via new business development and ongoing customer service management. Built long-term trusting relationships, repeat and referral business by proving myself to be a creative "solutions provider" and client advocate who was willing to reach above and beyond to meet needs and present cost-effective alternatives.

WIDGET GRAPHICS, Okemos, Michigan, Jan 1979 to Apr 1986

Designer / Sole Proprietor

Launched this private practice graphics & marketing material development company and networked to secure business opportunities with individuals, widget care practices and widget equipment manufacturers. Designed and produced logos and promotional / marketing materials.

Career Highlights / Expertise Abilities

Leadership experience includes staff, operations, project and vendor management roles; aggressive corporate image & visibility building campaigns have included innovative advertising & marketing via print, radio, television, logo & color scheme redesign, active community and industry association participation and networking Communications Director / Creative Marketing Solutions Provider with an astute ability to drive projects from concept to fruition on time & within budget guidelines. Proven record of success in achieving corporate image, visibility and profitability objectives through communications, sales and marketing leadership roles.

Project Manager / Collaborative Partner of marketing campaign recognized by Graphic Design: USA with an Excellence in Communications and Graphic Design Award, 2000

Credited by California Widgets Anonymous for hosting the best statewide executive conference ever conducted; resulted in \$400K revenues and positive PR for the widget industry.

Mac/PC software knowledge includes Word, Excel, Adobe Illustrator, Pagemaker, PhotoShop, PowerPoint, Access, Outlook and Windows NT

Affiliations / Memberships

Active Member, Podunk and Stockton Chambers of Commerce; and Member, Whosville County Hospitality Association

Active Member and Ski Trips Director, Podunk Ski Club

Former Board Member and Chair of Event Planning Committee, Lansing Advertising Club of the American Advertising Federation; Former Executive Director Pro-File Podunk; Former Whosville Bay Aquarium Guide

References upon request