

Professional Summary

Experienced professional focused on meeting or exceeding objectives seeking Human Resources position. Offers advanced training and knowledge of industry best practices. Recognized for leadership, planning abilities and clear, direct communication style.

Skills

- Corporate Communications
- Organization and Planning
- Time management
- Outstanding Customer Service
- Policies And Procedures
- Excellent Communication Skills
- Detail Oriented
- Customer Relationships
- Ability To Use Computers
- Employee Development
- Human Resources
- Microsoft Office Suite
- Strategic Planning
- Writing
- Management
- Ada

Work History

Human Resources Generalist, 04/2013 to Current

Sinclair Broadcast Group, Inc. – Cleveland, OH

- Established and developed strong administrative team by delivering ongoing coaching, recruiting, training, motivation, and fostering career advancement for 13 core employees
- Executed companies Human Resources Department by being recruiter, interviewer, and hiring of new staff; consult with owners on strategic planning and any employee disciplinary actions; and serve as principal link between owners and employees
- Programmed Analytics Advanced Report Builder, custom creation of 193 different reports to date, to assist business leaders with key decision making and strategic operational planning
- Primary role of system data migration, adaption, and transition to distributor focused ERP system DDI.
- Implemented and supervised orientation procedures for new hires.
- Established workflow processes, monitored daily productivity and implemented modifications to improve overall performance of personnel.
- Established and developed strong administrative team by delivering ongoing coaching and motivation and fostering career advancement.
- Provided guidance to managers and employees on talent management, payroll, FMLA, and benefits.
- Managed employee rewards programs.

Marketing and Sales Coordinator /Medbarn Marketing and Inside Sales Manager, 05/2012 to 04/2013

Mcquay International – New York, NY

- Created and updated hundreds of print and online catalog copy, marketing pieces, and modifications of product images, to assist sales efforts
- Coordinated 6 large scale Marketing projects performed by outside vendors
- Assisted with international marketing activities, which strengthened international sales by 15-20%
- Spearheaded, published, and maintained monthly newsletters to develop customer engagement
- Managed company website of over 100 products keeping it updated
- Collaborated in Social Media platform content, blog, and Press Release marketing efforts
- Oversaw and launched upgraded med barn website
- Fielded and followed-up with potential customers via email and/or phone and maintaining records in Salesforce.com
- Coordinated samples and marketing collateral for domestic and international trade shows as well as customers
- Facilitated in preparation of trade shows
- Set up and worked at trade show booths
- Generated sales analysis reports in MS Excel
- Provided customer service and processed hundreds of orders
- Compiled data highlighting key metrics to report information, determine trends and identify methods for improving results
- Developed goals and future growth avenues for med barn, which went into yearly business plan.
- Researched competitor marketing trends and prices using data analysis.
- Supported sales staff by providing market trends, account analyses and new product information.

Media Consultant, 06/2009 to 06/2010

Supermedia.com – City, STATE

- Managed growth and creation of marketing services for businesses in San Francisco and Peninsula territories
- Identified client business needs by gaining understanding of goals, objectives and processes
- Used targeted questioning strategies to discover insight on prospect needs and requirements to increase business by 30%
- Managed sales cycle from first contact to established customer sale and maintained solid customer base
- Presented product concepts and offerings to clients based on established specifications and preferences
- Stayed up-to-date on changing industry and product standards and trends related to accounts
- Collected information from clients before securing accounts, verifying payments and special needs
- Advertising included Google Ads, SEM and SEO, Direct Mail and Web Site Design.

Account Executive, 11/2006 to 05/2009

Citysearch – City, STATE

- Drove growth for Search Engine Marketing services to local businesses in San Francisco Bay Area, Silicon Valley, and San Jose
- Acquired new business merchants and then managed those accounts into multi thousand dollar book of business with aggressive growth sales goal of \$4800 per month
- Maximized revenue by servicing accounts and proposing new products and services to established customers
- Prospected new clientele through networking, cold calling, canvassing, and referrals
- Achieved top performer status for sales team and was invited to be team representative in regional west coast sales meetings
- Recorded and maintained sales prospect and sales data within customer relationship management system Salesforce.
- Built and strengthened relationships with new and existing accounts to drive revenue growth.
- Prospected new clientele through networking, cold calling, canvassing and referrals.

Education

B.S: Business Administration And Communications, 1998

San Francisco State University - San Francisco, CA

A.S: Business, 1995

Canada College - Redwood City, CA