**Niki Frank Dixon**

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***OBJECTIVE***

To obtain the Wellness Program Director position, where my strong management, sales, extensive knowledge of new and innovative wellness programs and assessments, and superb leadership skills will be utilized to the fullest potential for both personal and professional development and advancement.

***SUMMARY OF EXPERIENCE***

* 4+ years developing relationships, fundraising and positively training and supporting volunteers of the American Heart Association.
* Have grown the fundraising efforts of the AHA in NELA 200 %, and have collaborated with large corporations to ensure that the AHA efforts and resources are utilized within the community.
* 17+ years of outside sales and account management experience, with proven track record of increasing revenue and company visibility and initiatives.
* Valued and respected resource for Executives, Physicians, Hospitals, Volunteers and staff in NELA for all topics relating to The American Heart Association and its programs. Including but not limited too internal and external wellness programs and opportunities to increase the health and moral of employees, while positively affecting the company’s overall healthcare bottom line.
* Educating, recruiting volunteers, organizing and implementing events to support the American Heart Association in its NELA fundraising and education programs.
* 15 years retail sales management experience including high volume, big box and multi-store specialty locations, with revenue over 8 million dollars. Remotely managed 13 retail stores in 3 states and was continuously in the top 10 national ranking of District Managers.
* Strong managerial skills with the ability to think strategically and negotiate efficiently.
* Budget minded and values the importance of balancing a budget effectively.
* Talented and determined individual who drives results.
* Detail oriented, self-motivated, highly organized with ability to prioritize tasks.
* Excellent communication, training, and team building skills.
* Recognized in the community as a trusted and confident leader.

***TECHNICAL EXPERTISE***

Proficient in all aspects of Microsoft Office, Quark Xpress, Adobe Photoshop 7.0, Lotus Notes, TaP, , and Paint Shop Pro and publishing programs. Easily understand and adapt to new programs and software.

***EXPERIENCE***

**Green Light Development, LLC**

**VP of Planning and Development September 2013 – Present**

* Manage non-profit organizations fundraising campaigns.
* Educate and promote community of such organizations.
* Recruit, train and support volunteer workforce.
* Partner with local business to secure support of programs.
* Manage and maintain database of sponsors, supports, volunteers, and donors.
* Research and submit grant request for additional funding.
* Assist founders and ED’s to improve organizations marketing, business plan and long term goals.

**American Heart Association**

**Regional Executive Director June 2009 – September 2013**

* Solicit and secure sponsors of 3 events in NELA. Annual revenue of over $250,000.
* Community educator and liaison for the American Heart Association’s Employee Wellness campaign, Healthy Lives program, Go Red for Women program, Community Teaching Gardens, Life’s simple 7 and The Power to End Stroke programs.
* Recruit, train and support volunteer workforce.
* Partner with local Cause Sponsors for year round activation of START! and Go Red for Women.
* Create public awareness of the AHA by attending health fairs and conducting educational seminars, as well as radio and television appearances in support of the events and the message of the AHA.
* Manage and maintain database of sponsors, supports, volunteers, and donors.
* Research and submit grant request for additional funding.

**Mimi Maternity**

**District Manager April 2003 - May 2005**

* Strategic leader for the profitability of 13 retail stores with an annual volume of over 8 million dollars.
* Network, recruit, train and develop quality talent and productive teams.
* Set sales goals and projections based on current trend.
* Monitor all aspects of profitability using P&L reports.
* Oversee entire district retail functions including sales improvement programs, cash management of monthly deposits, operational audits, and inventory control.
* Create and maintain a strong customer base by ensuring that excellent customer service is the top priority within the district.
* Ensure compliance with all corporate initiatives and visual directions.

**Gap Inc., San Francisco, CA (corporate headquarters)**

**Visual Merchandiser, 2001 - 2003**

* Partner with merchants and marketing to concept and execute window strategies.
* Interface with cross-divisional field representatives in training of corporate visual standards.
* Design and produce Seasonal Overview books, window in-prints, signage, and visual direction memos.
* Participate in bi-weekly high level marketing meetings regarding business plans and visual strategies.
* Follow through and training of field management and visual managers regarding window concepts and execution of current in store visual projects.

**Gap Inc., Vacaville, CA**

**Store Merchandising Manager, 1996 - 2001**

* Supervised all planning, mapping, and execution of merchandise presentations.
* Train staff and management team on corporate merchandising standards, best practices, and visual merchandising concepts.
* Responsible for training all department merchandise managers.
* Maintain integrity of window directives and in-store marketing initiatives according to corporate direction.
* Conduct store visits with company executives.
* Interface with corporate merchants to define business opportunities within the store.
* Participate as a team captain in new store openings and re-models.
* Planning and coordinating of propping, fixturing and merchandise in relation to new flow dates.

**Job related references available upon request.**

**Written letters of recommendation showing credibility with in the community upon request.**