

Owner/Operator Owner/Operator Owner/Operator Houston, TX Work Experience Owner/Operator

OLIVE & VINE - Houston, TX 2011 to 2019 Owner and operator of a retail boutique specializing in premium extra virgin olive oils and Italian balsamic vinegars. ? Oversaw day-to-day operations including in-store sales, customer service, online orders, and store merchandising. ? Managed inventory and purchasing of oils and vinegars and related product lines. ? Developed marketing strategies and created all marketing materials including email and social media campaigns, product descriptions, brochures, and website content. ? Planned and produced special events including educational classes, private parties, and oil and vinegar tastings.

Database Administrator SEABURY HALL - Makawao, HI 2005 to 2010 Responsible for the performance, integrity, and security of the Raiser's Edge database for the Development and Alumni Departments at an independent school in Maui, Hawaii. ? Collaborated with Development and Alumni department staff on all aspects of the Annual Giving Campaign including initial planning, execution, tracking and follow-up. ? Managed accurate donor records, gift solicitations, donor acknowledgments, and reporting for all fundraising events. ? Maintained the integrity of all constituent accounts through regular database audits and clean-up procedures. ? Developed a manual of standard operating procedures for the use and maintenance of the Raiser's Edge database and provided training to other department employees. ? Provided writing and editing support for the annual giving report, annual alumni publication, monthly parent newsletter, and other department collateral material.

Marketing Communications Manager DRESSER INDUSTRIES, INC - Houston, TX 1984 to 1988 Houston, Texas Ten years of progressive experience in all aspects of marketing and training communications for a \$480 million high technology supplier to the energy industry. Marketing Communications Manager 1984 - 1988 ? Managed the publication of marketing communications literature including sales brochures and fliers, technical documentation, and a monthly in-house newsletter. ? Supervised the coordination of trade show displays with an annual exhibition schedule of 10 major regional and national conventions. ? Coordinated public relations activities such as the placement of press releases and editorial features in trade journals, and special events including customer sales presentations and seminars.

Audio-Visual Services Supervisor 1978 to 1984 Supervised a 12-member staff in all

aspects of media programming including video and photography for customer sales presentations, technical training, and employee information programs. ? Produced and directed video and audio-visual programs for marketing, training, recruiting, and employee news. ? Directed all stages of video production including original scriptwriting, studio and field production, and master editing.

Education Bachelor of Arts in Communications in Communications Stephen F. Austin State University - Nacogdoches, TX

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