**Jill Bernshouse**

**Professional Sales/Marketing Representative**

7817 N. Montana Ave Portland, OR 97217

jbernshouse@roadrunner.com - (808) 344-3101 or

WORK EXPERIENCE

**Director of Public Relations**

Mission Control – Thousand Oaks, CA – March 2013-present

Strategic brand marketing of non-profit arts projects for sponsorship opportunities. Venues include Geffen Playhouse, Arclight Documentary Film Festival and the San Diego Asian Film Festival. Developed partnerships with corporate entities including Neiman Marcus, Patron, Tiffany.

**Professional Sales/Marketing Representative**

Medical Imaging of Southern California - Santa Monica, CA - February 2012 to March 2013

Strategic Medical Diagnostic Sales for multi-modality center in Santa Monica and Beverly Hills territory. Expanded West Los Angeles territory in Westwood, Marina Del Rey, Los Angeles, and Culver City. Outreach to Orthopedic, Oncology, Neurology, Internal Medicine, Alternative/Holistic and Family practice physicians. Center had 8-12% growth in MRI from 2011- 2012. Utilized proactive insurance opportunities, cutting edge technologies and pharmaceutical needs-based opportunities for physicians. Coordinated Peer-to-Peer 3Tesla Lecture Series and Women’s Imaging Breast Cancer outreach.

**Property & Construction Manager**

Donald Bernshouse Architect Llc - Makawao, HI - March 2010 to December 2011

Created budgets, and managed vendors and construction for new income producing properties in upcountry Maui architectural business.

**Account Executive**

Oceanic Time Warner Cable - July 2007 to February 2010

Advertising sales, contracts, strategic planning, production, database scheduling and billing for 21 newly developed Maui client commercials. Clients included hotels, real estate timeshare, credit union, car dealership, building supply, restaurants, legal, computers, termite and charter boat companies.

**Senior Sales & Marketing Representative**

Santa Maria MRI@Digital Medical Imaging - August 2002 to April 2004

Medical diagnostic sales of multi modality outpatient facility in Central Coast territory. Outreach to Ortho, Neuro, Cardio specialties. Expanded territory from Santa Barbara to Pismo Beach. Implemented marketing promotions and niche market advertising to increase territory outreach. Designed new promotional marketing materials. Implemented Peer-to Peer programs. MRI sales rose 47% from 17-25 avg. per day. CT sales rose 55% from 9-14 avg. per day.

**Sales Representative, Mental Health**

Solvay Pharmaceuticals, Inc - April 1999 to April 2002

Luvox & Lithobid Sales Representative, Mental Health April 1999-April 2002 to 175 psychiatrists, teaching hospitals in West Los Angeles, Santa Monica & Beverly Hills territory. Pharmaceutical sales of hormone replacement products to women's healthcare practitioners in east Los Angeles territory. Achieved largest percent increase in rankings; moved from 133 to 13 in the nation. Ran Peer-to-Peer Educational Dinner Programs with UCLA Mood Disorder Programs.

**Director of Public Relations**

Polk Communications - Los Angeles, CA - August 1997 to December 1998

Responsible for successful selling, cold calling and pitching of professional client stories to local, national and trade journalists. Created press kits, media outreach campaigns and developed strategic niche marketing outreach campaigns Clients doubled sales and outreach with media exposure.

**Publicity & Media Relations Manager**

Katten Muchin Zavis & Weitzman - April 1993 to December 1996

Coordinated and created publicity materials for press conferences for Howard L. Weitzman, entertainment attorney. Responsible for in-house promotion in 325-member national law firm, media relations and outreach "niche" market publicity campaigns.

EDUCATION

**Bachelor of Arts in Public Relations**

University of Southern California

ADDITIONAL INFORMATION

QUALIFICATIONS

Hawaii Real Estate Sales License