**{NAME}**

**Email: {EMAILADDRESS}**

**Address: {MAILADDRESS}**

**Project Manager - Independent Events & Media**

My specialty is creating key message points, marketing a product or service, and initiating results-driven programs to obtain budgeted results. I approach each challenge as an opportunity and consistently deliver solutions that help the bottom line.

WORK EXPERIENCE

**Project Manager**

Independent Events & Media-April 2010 to Present

Niche event planning, marketing & media firm specializing in production of events, marketing programs and media news coverage for corporate and non-profit clients.

Project Manager - Created a department to develop, implement and manage marketing, public relations and social media campaigns for select clients. Client projects include: Maurice Lacroix Swiss Watches, Gergé Timepieces USA, Monster Energy Beverage Company, LoveIt.com, Inflexxion, The ALS Association Greater Los Angeles Chapter, Woodland Watch Neighborhood Group, Sunland Dairy, Valley Presbyterian Hospital, and The Heart Foundation.

**Director of Marketing**

Carl F. Bucherer-May 2007 to November 2009

The company focuses on limited production pieces that cater to discriminate collectors and limited retail distribution.

Director of Marketing - Responsible for execution of advertising contracts totaling $3.4 million annually, as well as the complete media outreach and communications to intended targets throughout North America, Canada and Latin America.

• Increased national and regional media exposure by 34% between 2007 and 2008.

• Streamlined advertising execution by bringing all functions internally, and saving the company nearly

$100,000 in agency fees for media placement.

• Strengthened industry media relationships while widening the untapped opportunities for media in non-traditional targets such as business stories, architectural design platforms, and fashion/culture media coverage.

• Developed a customer-care program for individuals who purchased brand timepieces and used communication devices to keep them informed about the company and educated about the industry trends.

**Vice President of Marketing and Public Relations**

Maurice Lacroix Swiss Watches-September 2001 to May 2007

Privately held recognized independent Swiss watch manufacturer with a global presence. The company produces watches and, unique to their market niche, has now achieved manufacture status towards building their own timepiece movements.

Interim Vice President of Sales Coordination, Marketing and Public Relations - Responsible for refocusing the company's distribution and managing all sales and marketing resources.

• Redistricted the sales territories and reduced the sales force by one person, while increasing sales 8% in just a three-month period.

• Reduced media spending by 20% while increasing total reach and frequency for seasonal campaign by 38%.

• Developed and spearheaded an advocate training program with over 300 points-of-sale that has increased traffic to marketing information web portal by over 70%.

Vice President of Marketing, Public Relations and Company Operations - During a three-year period, responsible for all aspects of the luxury branding effort including marketing, media relations and community relations, while also serving as the company's Operations executive, overseeing the customer service, watch repair, order processing, finance and IT departments.

• Was responsible for the administration, management and strategic direction of the marketing, advertising and public relations functions of Maurice Lacroix North America, increasing brand index for the company in the United States four-fold.

• Established a yearly marketing plan, including an advertising schedule, P/R activities, retailer events and traveling exhibitions, aiding sales increase consecutively for three years in a row by double digits.

• Created a yearly marketing budget and controlled expenses to deliver results in line with expectations.

• Organized collateral activities for the brand, extrapolating the vision from the Swiss office and integrating it into the cultural and language- specific platform for the United States, Canadian and Caribbean markets.

• Secured over 600 print editorial clips and nearly 45 minutes of national television mentions and credits for Maurice Lacroix North America, a 55% increase over previous year results.

**Vice President, Marketing and Public Relations**

The ALS Association-1995 to 2001

The nation's only non-profit organization dedicated solely to the fight against ALS (Lou Gehrig's disease)

Vice President, Marketing and Public Relations - Responsible for the management of a seven-person department that manages the branding and media relations of this international organization.

• Created, designed, wrote and executed all marketing collateral materials

• Responsible for story generation and placement of all national and international editorials

• Managed a $3 million marketing and advertising budget

• Helped to increase brand awareness for the disease and the organization by 400%

**Senior Vice President, Marketing and Development**

The Arthritis Foundation-1992 to 1995

The international non-profit organization dedicated to arthritis and all related diseases

Senior Vice President, Marketing and Development - Responsible for all aspects of the organization's marketing, media, public relations and fundraising components/departments.

• Built robust working relationships with all stakeholders of organization, including media, corporate executives and chapter board members.

\* Ensured 95% return on all data reports required by Arthritis Foundation, National office.

\* Exceeded expectations in first year evaluation with the Alzheimer's Association.

\* Increased fund balance from zero to $150,000 in 4 years.

\* Raised awareness of all organizations.

\* Built strategic partnerships in all cases.

\* Part of grant writing team bringing 1.8 million in Federal and State grants.

\* Brought both media companies out of deficit spending.

\* Sought and discovered new sources of revenue to maintain business success. Influenced others to take action towards a new future.

\* Built enthusiasm when managing projects.

\* Brought 98% projects in on schedule.

**Director of Public Relations and Brand Management**

Division of Procter & Gamble-1988 to 1992

One of the industries pioneers in the fragrance and fashion industry.

Director of Public Relations and Brand Management

• Partnered with Brand VP to drive the brand/category agency by working with cross-functional team (Product Development, Package Engineering, Design, Creative, Purchasing, Manufacturing, Finance) to progress and track the development of all product initiatives and ensure timely launch.

• Managed the brochure creative process of developing creative briefs, ensuring global agreement on creative direction and liaising with the Creative Agency on creative developments.

• Developed an effective dialogue with the local and regional marketing groups to provide timely communication of product development progress and ensure that all market needs are met in a cost-effective and strategic manner.

• Developed analyses to track competition and market growth; assessing cost and pricing issues and opportunities; developing education and PR launch plans.

EDUCATION

**Master’s in Marketing**

{UNIVERSITY}

**Bachelor's in Business**

{UNIVERSITY}

SKILLS

Marketing, Sales Coordination, Development, Public Relations, Strategic Planning, Budgeting, Copywriting, Editing, Non-Profit Management, Product Development, Media Buying, Media Planning, Event Planning

Fluent in Spanish