

KAREN S. AUBIN

PROFILE

Creative, results-driven professional offering a combination of project management, marketing support and technology expertise. Demonstrated ability to launch initiatives that have improved efficiencies, facilitated growth of sales objectives and resulted in higher-than-expected project deliverables.

- **Creative, multi-tasked professional with strong verbal and written communication skills** able to quickly adapt to the fast-pace and evolving needs characteristic of the marketing culture. Developed and produced deliverables to facilitate an increase in traffic for failing hotel restaurant and improve a consulting firm's visibility in HR market.
- **Highly skilled support specialist** with exceptional project management, creative and problem-solving ability. Detail-oriented and deadline-driven. Managed project inputs, team meetings and synthesis of content, layout and graphics in revamping of multi-division website optimizing launch ahead of projected schedule.
- **Talent for quickly mastering technology** led the desktop coordination efforts for user interface during two system migrations systematically developing troubleshooting logs, user FAQ and e-communication documents for 12 users improving deployment process and minimizing user downtime. Expertise sought for troubleshooting user communication equipment and software functionality issues reducing company's annual outsourcing expenditures.

COMPUTER SKILLS

Platforms: Vista, XP, Win95/98, 3.1, NT, MacOS
Software: MS Word, PowerPoint, Excel, Publisher, Outlook 5.0-07, Ektron CMS400.NET V7.5, Lotus 123, ACT! 6.0, Goldmine, Filemaker Pro, Adobe Professional V8.1, HP Scanning Applications, Citrix, IBM AS400 5.0

EMPLOYMENT EXPERIENCE

2010 - Present

UMMS/Umass Memorial Healthcare

Worcester, MA

Research Project Assistant/Dept. of OB/Gyn – Research Division

- ◆ Led the revamping of department website for regional healthcare provider. Co-conceived site's overall style and usability. Managed editing and input of technical content, images and links leveraged through training on content management software.
- ◆ Investigated potential use of REDCap a resource for electronic data capture for research studies and, partook in feasibility of establishing a Ob/Gyn registry to manage patient care outcomes through DocSite a clinical-based application capable of data collection, system-interface and reporting.

2009 – 2010

LiveWork

Santa Clara, CA

Contractor for On-Demand BPO (Business Process Outsource)

- ◆ Conduct relevancy testing of website and summarize answers for search engine queries earning positive client feedback and future outsourcing opportunities by consistently producing “high quality” work in a deadline-driven environment.

2006 – 2009

The PFE Group

Southborough, MA

Administrative Support Specialist

- ◆ Coordinated the operational and administration efforts of a 9-person financial education consulting firm including client deliverables, network administration support and resource development and utilization. Managed development of guidelines, tracking and reporting of general server/software issues and communications of all system issues.

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Employment Experience, Continued

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- ◆ Established network and communication interface for all new users, providing user support and troubleshooting of all software programs.
- ◆ Recognized for ability to design covers and promotional material, was selected to create visual messaging package including table top banner, POP and handouts for regional tradeshow resulting in increased traffic to booth.
- ◆ Assumed role of project manager for a multi-location workshop improving execution of deliverables, management of logistics and streamlining of procedures resulting in improved client communications and reduction of costs.
- ◆ Successfully completed process of converting client presentation masters in Word to PowerPoint, saving firm over \$5K in outsourcing costs. Process involved reformatting and editing charts, graphs, tables and text and uploading into the new color schematic.

2007 – 2009

LiveOps, Inc.

Santa Clara, CA

Direct Response Agent (Virtual)

- ◆ Field and execute incoming infomercial orders for national telemarketing company in home-based environment. Deliver total customer experience by promotion of product upsells and APO's.
- ◆ Increased performance ranking from 80 to 96 in one month through call volume, upsells and schedule adherence.

2005 – 2006

Greenwood Industries, Inc.

Millbury, MA

Executive Office Assistant

- ◆ Developed lead tracking system for market source and financial analysis and administration of marketing and sales deliverables.

2004 – 2005

Safeguard Records Management Co.

Worcester, MA

Marketing Manager

- ◆ Optimized presence of B2B provider of office records management and destruction in central Massachusetts market through development of web marketing initiatives including SEO tools and website enhancement efforts.
- ◆ Analyzed advertising/promotional efforts and identified and proposed cost savings areas for improvement. Managed design, development and delivery of advertising, signage and direct mail projects.
- ◆ Engineered tracking system through ACT! to measure ROI of advertising and internet marketing programs.
- ◆ Drafted acquisition proposal to targeted horizontal service providers, identifying and developing database and executing mailing.

2002 – 2005

Levy Entertainment

Chicago, IL

Support Specialist for major book distributor

- ◆ Maintained display appearance and POG compliance for stores within Metrowest and Central Massachusetts locations. Reviewed weekly marketing plan and prepared displays for store merchandising objectives. Met with GMM to plan and accomplish merchandising procedures for set-up, return and replenishment of book inventory and promotions. Trained and supervised new hires.

2002 – 2002

News America Marketing

Wilton, CT

Merchandising Rep for Philip Morris

- ◆ Achieved regional recognition for "Excellence in Customer Service" within the first 3 months in Worcester territory.

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Employment Experience, Continued

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11/99 – 5/01 Acosta Sales & Marketing Marlborough, MA

Executive Assistant (6/00 – 5/01)

Sales Assistant (11/99 – 6/00)

- ◆ Promoted from sales assistant to executive assistant within 2 months managing calendar, email flow and travel plans for high profile Senior VP of Client Services and General Manager of Northeast corporate headquarters of largest food brokerage company in the US.
- ◆ Engineered successful cost-cutting procedures to reduce airfare expense, improving department rating and solidifying relationship with upper management.
- ◆ Simultaneously coordinated 5 major events in one week mapping a program for catering and office services staff to streamline execution of attendance, catering and scheduling of 100-500 meeting attendees displaying professionalism and leadership under unusual circumstances.

9/97 – 2/02 Brassring, Inc. Waltham, MA

Data Extractor/Proofreader (Part-time, Home-based)

Brassring, Inc. is a national Talent Relationship Management company that assists corporations in the recruitment of hard-to-hire technology candidates.

- ◆ Proofed and extracted resumes managed on a web-based server.
- ◆ Demonstrated skills in proofreading/editing, web-based applications, and highly disciplined work ethic.

4/92 - 9/99 Peabody Hotel Group Natick, MA

Regional Marketing Services Manager (3/98 – 9/99)

- ◆ Devised and implemented ad tracking system that improved profitability by eliminating ineffective marketing programs.
- ◆ Collaborated on grand-reopening event of multi-million dollar hotel renovation resulting in successful coverage of event and improved hotel image.
- ◆ Planned, budgeted and executed interior signage project achieving improvement of overall inspection rating.
- ◆ Created direct mail piece and launched promotion that generated a 32% response rate.

Marketing Services Coordinator (4/92 – 3/98)

- ◆ Developed account management system effectively streamlining invoice processing and report generation.
- ◆ Implemented state-of-the-art computer program involving coordination of hardware/software, networking, training and service.

EDUCATION

2004	American Intercontinental University	Hoffman Estates, IL
	Associates in Business Administration (ABA)	
	<i>GPA: 3.76 Honors graduate in accelerated program</i>	
1987	Mass Bay Community College	Wellesley, MA
	<i>Communications Major</i>	
1986	Lasell Junior College	Newton, MA
	<i>Fashion Merchandising Certificate Program</i>	
1984	Dean College	Franklin, MA
	<i>Business Administration Program</i>	

ADDITIONAL TRAINING AND SEMINARS:

Extron CMS400.NET V7.5: "Content Management Basics," "Web Page Layout and Formatting". "REDCap (Research Electronic Data Capture) Basics." "How to Design Eye-Catching Brochures, Newsletters, Ads and Reports". "Successful Communication Skills for Women". "Grammar, Usage and Business Writing Skills". "The Indispensable Assistant". "Lotus 1-2-3: A Complete Introduction".