

Bridget Harrington
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Summary

Multi-faceted administrative professional offering 10+ years of experience in supporting marketing, communications, in-house graphic design, sales and promotions. Skilled researcher, proficient at uncovering information through cold calling. Flexible, creative, and service-oriented.

Software Proficiency

Equally comfortable on Mac and PC systems. Typing speed of 60 wpm.

- Acrobat suite • MS Office suite • Access • InDesign • SalesForce
- Illustrator • PhotoShop • GoldMine • Quark Xpress • Dreamweaver

Professional Experience

Marketing Manager, KUBTEC Milford, CT 9/2009 – 12/2011

Assisted in all facets of trade show exhibition, including space contracting, pre-show marketing and booth sales. Built company's first CRM database. Coordinated documentation to obtain FDA approval for a new device. Generated leads and demo opportunities for two sales regions via cold calling.

Marketing Assistant, PRECISION COMBUSTION, INC. North Haven, CT 12/2006 – 9/2009

Collaborated with Director of Business Development and Marketing to assist in the submission of government (SBIR/STTR, Department of Energy) and military funding proposals. Created conceptual drawings for patent application documentation. Produced photography, sell sheets and other marketing collateral. Performed research for competitive analysis and technology comparison. Managed and redesigned company website.

Senior Print Services Coordinator, ADVO Windsor, CT 6/2006 – 12/2006

Coordinated display advertising production services for a variety of external clients. Collaborated with production team based in Pune, India and sales coordinators country-wide to design and place effective, time-sensitive advertising.

Marketing Communications Specialist, BEEKLEY CORP. Bristol, CT 12/2004 – 6/2006

Developed all written communications, including press releases, articles and sales collateral. Redesigned quarterly internal magazine to reflect a more professional image. Created and tracked four direct mail campaigns with an average response rate of 11%. Ongoing trade show exhibition, including public education (direct-to-patient) at Women's Health Fairs.

Marketing Manager, INNOVATIVE INFORMATION SOLUTIONS Waterbury, CT 7/2003 – 9/2004

Chose and managed co-op programs offered through distributor and IBM (company is an IBM business partner). Designed direct mail campaigns, retention/reactivation programs and multi-touch e-mail blasts. Coordinated and moderated vendor webinars.

Education

B.S., Applied Arts/Studio Art, CHARTER OAK STATE COLLEGE New Britain, CT

A.S., Business Admin./Marketing, MATTATUCK COMMUNITY COLLEGE Waterbury, CT