# Debra Volante

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EXECUTIVE ASSISTANT / FORTUNE 10 PROGRAM & PROJECT SUPPORT

Over 10 years’ executive support and office management experience; Five years’ GE Capital marketing communications program/project support experience within institutional and consumer financial service sectors; One+ years training coordination experience; Accomplished, versatile professional with superior organizational, communications and technical skills. Skilled in organizing and streamlining administrative processes, functions and forms.

**Personality:** Personable and self-driven with a positive and enthusiastic outlook. A natural forward planner. Poised, polished and articulate. Works well autonomously as well as collaboratively within a team environment.

CORE COMPETENCIES

♦ Administrative/Executive Support ♦ Program/Project Management ♦ Budget Planning & Management

♦ Market Research & Analysis ♦ Web Content & Development ♦ Conferences/Event Planning

♦ Brand Management / Compliance ♦ Copy Review & Editing ♦ Agency/Vendor/Talent Management

♦ Presentations ♦ Training Coordination ♦ Typing & Shorthand: 80 wpm

EDUCATION / CERTIFICATIONS / AWARDS

B.S. – Major: Communications; Minor: Business Administration - Sacred Heart University, Fairfield, CT

Certified Six Sigma Greenbelt – GE Center for Learning & Organizational Excellence (CLOE)

Compliance coursework – GE Compliance University; Consulting Skills certification; Presentation Training-GE CLOE

* GE Capital Quality Award – Client Events
* GE Capital Quality Award -Intranet Development
* GE Capital Management Award-Institutional Investor Conference & Customer Events

SOFTWARE / INTERNET SKILLS

MS Office 2010: Outlook, Word, Excel, Powerpoint, Project, Quicken, ACT Database, Swiftpage, PhotoShop, Raiser’s Edge, Google Analytics, internet research, social media; Training Spring learning platform

EXPERIENCE

**Administrative Temporary** 2011 – present

Responsibilities involve overall office and administrative support including drafting correspondence, calendar management, editing copy, travel arrangements, creating presentations/reports, research, and T&E’s.

**Sandler Training,** Southbury, CT 08/09 – 12/10

**Administrator (Marketing & Training)**

Manage all administrative, marketing and training coordination efforts in support of President and three Directors in this globally franchised training organization including daily/weekly scheduling, calendar maintenance, report and presentation generation, drafting correspondence, cost tracking, screening phone calls, handling mail, travel arrangements, etc. Additionally, administer financial reporting (invoicing, bill payment, processing tax forms, etc.) and manage all office related activities. Streamline processes through organizing forms, templates and directories. Manage/monitor marketing-related and training activities including the following:

* Create/update/enhance website content; Improve website traffic via utilization of Google analytics reports; Maintain ACT database and track prospects;
* Generate monthly client newsletter; Create monthly “E-blast” mailings and update LinkedIn profiles with fresh content for improved response rate
* Coordinate and deploy training materials utilitizing Training Spring platform, assemble Powerpoint training presentations, training forms, etc; maintain training materials library, process online client assessment surveys; disseminate monthly training e-newsletter and other related training materials

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EXPERIENCE: (continued)

**Volante Designs,** Washington Depot, CT(3D/space planning) 04/03 – 08/09

**Principal / Project Manager/Commercial 3D Interior Designer**

Maximize value, cost effectiveness, and aesthetic enhancement of commercial environments for leasing marketability and/or corporate owners utilizing efficient space planning, concept design, floor plans, elevations and 3D rendering/detailing; Produce realistic 3D renderings for aspirational conveyance of space use; perform limited oversight during construction phase for fit-outs and refurbishments for corporate/ commercial properties. Prepare/present final boards for approval; participate in client/tenant review; research/ specify fixtures, finishes.

**GE Capital Services,** Stamford, CT 06/96 – 06/01

**Manager – Marketing Programs -** GE Financial Assurance: 2000-2001

*Reported to Vice President - Marketing*

## Program Manager – External Communications - GE Capital Structured Finance Group: 1997-2000

*Reported to Managing Director – Marketing Communications*

**Marketing Coordinator** – GE Capital Structured Finance Group: 1996-1997

*Reported to in-house contracted PR Consultant*

Creative development, implementation and program management of integrated, brand-building, multi-platform marketing communications programs and campaigns (internal/external). Manage and direct multiple agencies and vendors (strategic and tactical) in the development and execution of multi-media campaigns covering web, video, print advertising, sales collateral, direct marketing, press, market research, and events. Manage program logistics, resources, timelines, budgets, legal/compliance review, graphics; maintain logo standards and adhere to compliance regulations. Accomplishments:

* Developed/produced campaign launch kit for external and internal audiences comprised of video and CD ROM. Successfully drove $5.5MM in measured media
* Successfully developed unique, strategic customer-focused rebranding campaign, resulting in increased brand awareness, favorability ratings and overall sales. ♦ Redesigned and improved core support collateral via web, resulting in overall improved presentation, functionality and increased brand awareness to support Industry group initiatives
* Increased brand awareness through multi-media national direct marketing campaign and select regional ad campaign, (online and offline) more than doubling average daily web visits to the GEFN.com website
* Led the web development team to improve and enhance division website (content and graphics) and enhancing intranet site resulting in improved ease of use and current content ♦ Spearheaded the utilization of web tools to create online, modular “pull-down” templates for use in sales pitches for international sales originators, resulting in efficient and speedy access to information
* Initiated qualitative, industry-specific research resulting in improved front-end sales activity via improved, targeted sales pitches for specific industry groups.

**Employment previous to 1996:**

**Temporary Executive Assistant**

**McIntyre Group, Stamford, CT**

Client assignments included:Thomson Corporation, Towers Perrin, General Electric, Deloitte & Touche (Stamford, CT)

*Reported to managing directors, executive vice presidents, vice presidents and similar titles*. Responsibilities involved overall office management and administration/executive support including invoicing, bill payment, drafting/editing correspondence, travel arrangements, report generation, research, T&E processing, project management, etc.

**Office Manager - Communications Services Group,** Trumbull, CT

*Reported to the owner/President*. Managed office and administration for absentee President/owner. Expanding client base through direct mail efforts; Maintaining billing/invoicing and accounting system and tracking multiple account and project details including job costing, project scheduling, etc.

## Assistant to the President

**Times Mirror Broadcasting,** Greenwich, CT (division of Times Mirror Corp.)

*Reported to the Executive Vice President-Broadcasting Division* for the Times Mirror Corporation (satellite office). Duties involved correspondence, filing, dictation, office administration, T&E, and handling miscellaneous personal errands.