## Brenda B. Gelston

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*A highly dynamic, skilled and qualified account coordinator with diverse knowledge of handling administrative and marketing tasks, seeking a position in an administrative role that allows me to be a go-to person who contributes to the overall success of the company.*

**Skills and Strengths**

* Executive level administrative support capabilities.
* Highly proficient with Word, Excel, PowerPoint, Project as well as database maintenance and social media skills.
* 10+ years of professional marketing and related experience
* Polished organizational skills with ability to resolve complex problems and handle multiple tasks.
* Excellent written and verbal communication skills
* Superb relationship building ability

**Professional Experience**

SHORE PUBLISHING/Advertising Account Executive, Madison, CT December 2010 – February 2011

* Managed and developed internet advertising opportunities for existing and new accounts while building and cultivating client relations.
* Conducted regular online marketing ‘pitches’, to try to win new business.
* Wrote online advertising proposals

MASCOLA GROUP/Marketing Coordinator, New Haven, CT April 2008 – February 2009

*Multi-disciplinary agency catering to clients in boating, skiing, high-end real estate, luxury consumer goods and boutique hotel categories that market products to affluent audiences.*

* Provided executive level administrative support to agency president and five direct reports with demonstrated ability to improvise, meet deadlines and solve problems in a fast agency environment.
* Directed agency content marketing program including agency blog, newsletter, LinkedIn discussions and other online social media outlets.
* Managed customer database, campaigns and analytics through marketing automation platform and in-house analytic tools.
* Created, facilitated, and participated effectively in key executive meetings, took minutes, prepared and distributed reports.

WINSTANLEY ASSOCIATES/Marketing Coordinator – Lenox, MA October 2005 – March 2008

*(Full-service Integrated Communication Agency including software division and marketing consulting services, with core competencies in brand development, advertising planning, campaign execution, public relations campaign planning and execution and internet marketing)*

* Managed new business program activities including database management, lead generation, responding to RFPs, proposal and contract writing, presentations, marketing collateral development and event management.
* Developed and executed lead generation campaigns, generated new business, identified growth opportunities, communicated capabilities to market, developed proposals, provided cost estimations and built relationships with local business media.
* Served as key liaison between prospective clients and internal leadership team.
* Scheduled and coordinated meetings, interviews, appointments, events and other similar activities for supervisors, including travel and lodging arrangements.

CORPORATE GRAPHICS/Business Development – Westborough, MA 6.2005 to 10.2005

* Identified leads through aggressive cold calling and email marketing efforts serving all major B2B companies in the Boston metro area.
* Led numerous presentations on full suite of interactive marketing support production capabilities to prospects and secured presentation appointments.

TRANSLATION PLUS/Business Development – Hackensack, NJ 2003 to 2005

* Served as Virtual Office contact for providing information on translation software, translation industry mechanics and interpretation of needs for multicultural audiences living in the U.S. including advertising agencies
* Extensive phone work (8-10 hours per day) and company research; utilizing multicultural communication – translation, localization and global communications.

MASSACHUSETTS GENERAL HOSPITAL/Administrative Coordinator – Boston, MA 2001 to 2003

* Served as Patient Care Coordinator at the Massachusetts General Hospital International Patient Center.
* Prepared management reports and maintained proper records of files.
* Organized and maintained file correspondence, systems and other essential records.
* Managed calendars, scheduled meetings and filed expense reports.

**Education & Computer Skills**

* Masters of Business Administration – University of Phoenix, 2009
* Bachelor’s degree in Marketing – University of Phoenix, 2005
* Extended Microsoft Suite: Word, Excel, PowerPoint, Project, Access, Publisher
* Database and CRM software: ACT, Salesforce.com, ConstantContact