Tracey Phenix

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## Teacher

## *Reading / Mathematics / Language / Writing / History*

## *Spelling / Science / Health / Bible*

Self-directed and enthusiastic teaching professional committed to student development through academic, social and spiritual experiences. Knowledgeable in providing various methods of instruction and experienced in designing curriculum to diverse learners, including those in need of special education and instructional modifications.

Areas of Teaching Proficiency Include the Following Strengths:

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| * Creative Lesson Planning * Individualized Educational Plan * Multidisciplinary Lesson Plans * Assessment Tools | * Parent-Teacher Communication * Student Motivation * Cooperative Learning * Classroom Management |

Professional Experience

Cromwell Public Schools – Cromwell, Connecticut

**Substitute Teacher**  (2010 – Current)

Substitute teaching for Elementary, Intermediate and Middle school students across all subjects. Includes substituting for Paraprofessionals in Special Education.

Connecticut Christian Academy – Middletown, Connecticut

**Teacher** (2008 to 2010)

***Mid-life career change to devote more time to family.***

*Taught all subjects for combined 3rd and 4th grade classrooms in a Christian school environment.*

Provided educational and academic instruction, classroom management and child guidance to students aged 8 - 10 years in a private Christian school setting. Based instruction on the ***A Beka*** Christian-based curriculum in the areas of Reading, Mathematics, Writing, Language, History, Spelling, Science, Health and Bible. Provided daily and weekly lesson plans, testing and assessment of learning and accurate record-keeping of achievement and knowledge acquired. Developed supplemental learning materials to assist and complement curriculum-based instruction adapted to various learning styles and stimulate student development. Superior interpersonal and communication skills to foster meaningful relationships with students, staff, and parents.

ADVO, Inc. – Windsor, Connecticut

**Sr. Marketing Manager, Restaurant Category** (2003 to 2006)

Provided comprehensive marketing and business consulting to clients in restaurant industry. Strategized innovative, market-savvy new product, brand, and business platform development, conducted target marketing and database analysis, and coordinated integrated multimedia promotional plans. Educated clients regarding opportunities posed by industry research trends, restaurant performance metrics, and customized market development proposals. ***Selected Contributions:***

* Implemented promotional strategies that surpassed revenue targets by $11.1M at 109% and exceeded margin goal by $7.2M at 109% in fiscal year 2006, leading to 3rd consecutive year of double-digit growth.
* Established groundwork for largest national promotion in company’s history, contributing to jump in client’s revenue from $1.55M to $10M within a single year.
* Doubled client account base by developing training modules and quarterly updates that analyzed CREST and Scarborough data and primary research to generate Response Measurement proposals for field sales.
* Increased company visibility in restaurant industry by researching and publishing two well-received articles in *Nation’s Restaurant News* outlining proven methods to maximize ROI and to integrate media planning.
* Structured program strategy for national executive conference; coordinating celebrity sponsorship and publicizing company’s dedication to philanthropic involvement.

UniWorld Group, Inc. – New York, New York

**Account Supervisor, Burger King** (2001 to 2003)

Served as Lead Strategist and Project Leader responsible for design and success of national marketing initiatives, with full accountability for account management functions including research analysis, budgeting, and media / promotion planning, development, and execution. As member of Burger King Corporation Breakfast task force in Miami, created dynamic business plan to maximize sales profitability in multicultural market. ***Selected Contributions:***

* Spearheaded development of media initiatives that significantly increased investment spending for ethnic market advertising.
* Successfully launched national and market-level promotional events, including Essence Music Festival, Bayou Football Classic, CIAA Basketball Tournament, BK Summer Soul Concert Tour, and UniverSoul Circus.

Images, USA – Atlanta, Georgia

**Account Executive, McDonald’s** (2000 to 2001)

Led two direct reports in managing accounts for targeted marketing promotions and sponsorships for regional offices and owner / operator cooperatives across three-state region. Provided expert business consulting, media management, marketing planning, partnership coordination, and competitive analysis. ***Selected Contribution:***

* Successfully executed 3 regional semi-finalists competitions for “Showtime at the Apollo” national talent search for McDonald’s Corporate.

Additional Experience

Nestle Ice Cream Company – Columbus, Ohio

**Product Manager /** **Interim Product Manager** / **Assistant Product Manager** *(5-year tenure)*

Earned rapid promotion to position with full responsibility for generating annual and long-term marketing plans for products producing $28M per year. Performed business analyses and coordinated market research, including product performance, competitive activity, and needs analysis to identify branding opportunities. Adeptly managed all marketing services functions, coordinating warehouse club programs and cost-savings initiatives across company brands and product lines. ***Selected Contributions:***

* Executed national launch of brand repositioning for mature product line that resulted in +5% sales growth and stabilized market share.
* Successfully conceptualized and implemented company’s first category management sales program.
* Directed coordination and performance of numerous promotional programs including sweepstakes, direct mail and sampling programs, consumer and trade incentives, and print production and distribution.
* As Interim Project Manager, developed comprehensive, long-term marketing plan for new product line resulting in full-line authorizations in both test markets.
* As Assistant Product Manager, handled promotional development, execution, and financial reporting for seven national brands, spearheaded development of Specialty Sales / Foodservice channel programs, and supported roll-out of two national new product introductions and two national television advertising campaigns.

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*Early industry experience as* ***Marketing Assistant*** *for Borden, Inc. (Columbus, OH) and as* ***Transportation Analyst*** *for RJR Nabisco - Planters / LifeSavers (Winston-Salem, NC); teaching experience in Special Education for Charlotte-Mecklenburg School System.*

Education

**Bachelor of Science in Business Administration**

North Carolina A&T State University – Greensboro, NC

*Graduated cum Laude*

**Currently pursuing Masters degree Reading Education**

Saint joseph college – West Hartford, CT