CarolRossio\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

P.O. Box 1794

Portland, OR 97207

503-309-4891 cell

[carol@carolrossio.com](mailto:carol@carolrossio.com)

@carolrossio

On LinkedIn, Facebook

**Writing, Editing and Proof Reading**

**Program and Project Management**

**Marketing and PR**

**Business Development**

**Events Planning**

Includes 4 years managing marketing communications and research projects for ***hp*** plus 17 years freelance writing, editing and consulting; also extensive experience making presentations, planning events and handling sales and customer service issues <https://www.linkedin.com/profile/view?id=26735065&trk=nav_responsive_tab_profile>

**Education and Software Proficiencies:**

* **PSU’s Center for Executive and Professional Education (CEPE)**

**Digital Marketing Strategies Certificate 2010**

<http://www.pdx.edu/cepe/dms>

* Atelier Marchutz, et l'institute pour les etrangers - Aix-en-Provence, France
* Interior Architecture Summer Program - UCLA
* BA Combined Social Sciences - UC Santa Barbara
* Liberal Arts Studies - Oregon State University
* Salesforce and Archtics CRM
* MyMediaInfo Contact Sourcing Software
* Constant Contact HTML e-mail

**Work History Summary:**

SVP Consultant Encore Fellowship Native American Youth and Family Center (07/14 - 06/15)

Selling Specialist Macy’s Furniture Dept. (07/13 - 06/14)

Managing Director Rossio Rhythm, Inc. Consulting (05/97 - present)

Sales and Advertising Director Mac’s List - Prichard Communications (08/11 - 03/12)

Inside Sales Representative The Oregonian & OregonLive.com (12/09 - 05/10)

Call Center Representative Portland Opera (04/09 - 07/09)

Corporate Account Executive KMHD Public Jazz Radio (09/06 - 08/08)

Marketing and Event Director Portland Symphonic Choir (09/03 - 02/05)

Marketing Manager Contractor Hewlett-Packard (04/96 - 05/00)

# Work History Details:

**Encore Fellowship: Native American Youth and Family Center (06/14 - present)**

Consulting on a variety of business development and marketing projects; placed with NAYA through the Encore Fellowship Program (matching vetted senior-level executives and nonprofits needing assistance in specific areas of expertise provided by the Fellows) http://www.encore.org

**Selling Specialist: Macy’s Downtown Portland Furniture Dept. (07/13 - 06/14)**

**Increased Revenue**

Consistently exceeded monthly department sales goals earning commissions and bonuses while simultaneously earning multiple customer service awards; sold $20,000 over fiscal year quota

**Managing Director: Rossio Rhythm, Inc. Sales, Marketing and PR Consulting**

**Ongoing short and long-term contracting projects (incorporated 05/97 to Present)**

Long-term marketing projects plus short-term telesales, writing and PR contracting assignments and special events planning (client project list and complete writing portfolio available upon request)

**Sales and Advertising Director: Mac’s List Job Posting Board (08/11 - 03/12)**

**Increased Revenue**

Wrote comprehensive strategic marketing/sales plan; sold website, e-news ads plus job postings<http://www.oregonbusiness.com/articles/107-december-2011/6215-macs-list-of-job-postings-grows>

* Doubled 01/12 revenue over previous month; hit 94% of Q1 2012 combined sales goal
* Negotiated marketing partnership with American Marketing Association Portland chapter
* Secured SearchFest 2012 Sponsorship (search engine marketing conference)
* Secured Web Visions 2012 Sponsorship (web design conference)

**Inside Sales Representative Media Consultant: The Oregonian/OregonLive.com (12/09 - 05/10)**

**Increased Revenue**

Earned multiple bonuses exceeding inside sales department sales goals selling online and print ads;

* Made $15,000 repeat advertising sale and provided extensive customer service
* Made $8,900 new advertising combo sale (full page newspaper ads plus OregonLive.com)
* Earned multiple bonuses for exceeding targeted monthly revenue goals

**Customer Representative: Portland Opera (03/09 - 07/09)**

**Increased Revenue**

Solicited donations and also sold season ticket subscriptions to current and former patrons of Portland Opera by making calls to Gold and Platinum level patrons, earning quarterly bonus

# Work History Details (cont.):

**Corporate Account Executive Public Radio Sponsorships**

**KMHD 89.1 fm Public Radio - “Jazz, Blues and NPR News” (09/06 - 08/08)**

**Increased Revenue**

## KMHD 89.1 Public Radio advertising sales (underwriting) increased by 82% in one year. Responsible for securing underwriting sponsorship support (advertising sales) from the corporate community, non-profits, music festivals and music venues plus managing client accounts through the full sales cycle; networking, prospecting, cold calling, negotiating partnerships, making sales presentations plus signing and executing contract agreements, creating FCC-approved radio spot copy and entering contract details into Marketron traffic system.

**Marketing and Events Director**

**Portland Symphonic Choir (09/03 - 03/05)**

**Increased Revenue**

Marketing activities, special events, volunteer supervision and development fundraising

* Increased ticket sales by 33%
* Raised over $11,000 managing silent auction
* Secured OPB Art Beat segment

### Sponsorships and Public Speaking:

* Negotiated American Marketing Association partnership for Mac’s List
* Secured SearchFest and Web Visions 2012 sponsorships for Mac’s List
* Secured Alaska Airlines sponsorship for Celebration Tabernacle benefit concert in Joplin, MO
* Secured KMHD “Preferred Media Partner” partnership with PDX Business Alliance
* Videotaped nationally advertised infomercial currently running on **Fox, A&E and United Direct TV** networks (also on website consumer review testimonial) <http://www.truistskincare.com>
* Parade Announcer Portland Rose Festival 2011 + 2015 Grand Floral and Starlight Parades
* Public Speaker Multiple Sales Presentations PDX Business Alliance (KMHD Media Partner)
* Public Radio Spokesperson **KMHD 89.1fm Public Radio** Pledge Drives
* Public Radio Spokesperson **OPB/NPR’s “All Things Considered”** for MoveOn.org
* Public Radio Spokesperson **KBOO 90.7fm Public Radio** Interview Guest
* Mistress of Ceremonies for multiple benefit and CD release concerts
* Mistress of Ceremonies for Alliance Francaise July 2011 and 2012 Bastille Day celebrations