Carol Rossio

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On LinkedIn, Facebook, i-Tunes and YouTube

**Skills and Experience**

* **Public Radio Underwriting Sales**
* **Business Development**
* **Corporate Sponsorships**
* **Marketing Partnerships**
* **PR and Publicity**
* **Copywriting, Editing and Proof Reading**
* **Public Speaking**
* **Events Planning**
* **Airbnb “Superhost”**
* **Contract Legal Review**
* **Financials**
* **Budget Reviews**
* **Timelines Oversight**
* **Project Management**
* **Account Management**
* **Board Governance**
* **Volunteer Management**
* **Professional Jazz Vocalist**

**Sales Core Accomplishments**

* Increased KMHD 89.1fm public radio advertising sales 82% in 1 year adding major accounts
* Closed over $5,000+ new business for KMHD 89.1fm with Oregon Symphony client
* Made $8,900 print + online advertising new business sale at The Oregonian/Oregonlive.com
* Doubled monthly Mac’s List sales revenue January 2012 via year-end sale
* Hit 94% Mac’s List sales goal Q1 2012 by increasing job posting package sales
* Sold 20% over Macy’s furniture annual sales goal earning multiple customer service awards

**Sponsorship and Partnership Negotiations**

* Negotiated American Marketing Association partnership for Mac’s List
* Secured SearchFest 2012 sponsorship for Mac’s List
* Secured Web Visions 2012 sponsorship for Mac’s List
* Secured Alaska Airlines sponsorship (4 flights) for Celebration Tabernacle benefit concert
* Secured “Preferred Media Partner” joint marketing partnership with Portland Business Alliance
* Secured $10K joint marketing partnership (ad trades) with the Portland Business Journal
* Negotiated ad trades for graphic design and print shop online + printed marketing deliverables

**Strategic Marketing**

* Publicized First Unitarian Church of Portland benefit concert series netting $6,000+ donations
* “Tuning Up for Tourism” and “Brand Oregon’s Untapped Niche – Blues and Jazz”
* Created KMHD guerrilla marketing & PR campaign “Jazz and Blues have Always Been Green”
* Publicity campaign (ArtBeat on OPB) increased ticket sales at PDX Symphonic Choir by 33%

**Special Events**

* **Silent Auction Fundraiser** raised $11,000 for PDX Symphonic Choir
* **CD Release Party** raised over $1,000 netas Mercy Corps Benefit
* **KMHD-hosted cocktail party** for AMPPR public radio conference

**Public Spokesperson**

* **Parade Announcer** - Portland Rose Festival June 2015 and 2011 Grand Floral Parades
* **Parade Announcer** - Portland Rose Festival June 2011 Starlight Parade
* **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
* **Public Speaker** - Multiple Sales Presentations PDX Business Alliance (KMHD Media Partner)
* **Mistress of Ceremonies** - Alliance Francaise July 2011 and 2012 Bastille Day Celebrations
* **Mistress of Ceremonies** - CDRelease Concert benefitting Mercy Corps
* **Union Spokesperson Copyright Panelist** - Music West Music Industry Conference
* **Governor Kitzhaber’s Cultural Tourism Taskforce** - Music Industry Representative

**Social Media and Software Proficiencies**

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

**Digital Marketing Strategies Certificate 2010**

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

* On **Twitter** daily
* On **Facebook** and **LinkedIn**
* ***MyMediaInfo*** National Contact Sourcing (bloggers, analysts and online media editors)
* **Archtics** and **Salesforce** CRM systems
* **Constant Contact** and **Host Baby HTML Email** Design, Tracking and Analytics
* Online sales of impression campaigns, business listings, **Google Ads**/SEO/SEM bundles
* ***Google Ad Words*** client

**Formal Education**

* Atelier Marchutz, et l'institute pour les etrangers - Aix-en-Provence, France
* Interior Architecture Summer Program - UCLA
* BA Combined Social Sciences - UC Santa Barbara
* 2 years liberal arts studies - Oregon State University

**Work History**

**Mentoring Relationship Advocate (part-time)**

**MicroMentor Mercy Corps 04/15 - Present**

As Mentoring Relationship Advocate I have been making calls to senior-level mentors who have recently registered on the MicroMentor web site, welcoming them and conducting phone interviews to assist them in effectively connecting with entrepreneurs worldwide. I have also been attending local networking events here in Portland looking for leveraged opportunities to introduce additional mentors to the platform.

**Encore Fellowship**

**Microenterprise Business Development Consultant**

**Native American Youth and Family Center 07/14 – 06/15**

Consulting on a variety of microenterprise business development and social enterprise projects; wrote pilot project proposal pitching NAYA business opportunity at Port of Portland (PDX International Airport.) Met with senior Port officials to discuss pilot project; ongoing. Placed with NAYA through Encore Fellowship Program (matches senior-level corporate executives with nonprofits needing assistance) http://www.encore.org

**Managing Director: Rossio Rhythm, Inc. Sales, Marketing & PR Consulting 06/97 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)

**Selling Specialist - Increased Revenue $$$**

**Macy’s Downtown Portland Furniture Dept. 07/13 - 06/14**

Consistently exceeded monthly department sales goals earning commissions and bonuses while simultaneously earning multiple (9) customer service awards; sold $20,000 over fiscal year quota

**Sales and Advertising Director - Increased Revenue $$$**

**Mac’s List Job Posting Board 08/11 - 03/12**

Doubled 01/12 revenue over previous month; hit 94% of Q1 2012 combined sales goal

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>

**Inside Sales Representative Media Consultant - Increased Revenue $$$**

**The Oregonian/OregonLive.com 12/09 - 05/10**

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

**Seasonal Customer Representative - Increased Revenue $$$**

**Portland Opera 03/09 - 07/09**

Earned quarterly bonus soliciting season ticket subscriptions + donations from new/returning patrons

**Corporate Account Executive Public Radio Sponsorships - Increased Revenue $$$**

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

## Increased advertising sales by 82% in one year; secured underwriting sponsorship support via networking, prospecting, cold calling, negotiating partnerships, sales presentations, negotiating contract agreements; created FCC-approved radio spot copy and Marketron traffic system records

**Marketing and Events Director - Increased Revenue $$$**

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

Increased ticket sales by 33%, raised over $11,000 managing silent auction, secured OPB Art Beat segment; marketing activities, special events, volunteer supervision and development fundraising