

# DEBORAH PETRIE

Saugatuck, MI

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## OBJECTIVE

A position in a positive environment that connects my unique blend of experience including sales, marketing, graphic design, office administration, and management to an organization seeking a collaborative individual with big picture focus, fine detail attention, and excellent interpersonal skills.

## SUMMARY

- More than 20 years of demonstrated experience in reaching targeted goals and objectives, managing multiple tasks in fast-paced environments, meeting budgets and deadlines
- Energetic self-starter with excellent analytical, organizational, and problem-solving skills
- Commitment to excellence in all tasks supported by a strong work ethic
- Mature, dependable professional with demonstrated ability to create a positive, productive, ethical work environment
- Highly organized project manager with ability to see the “big picture”, reduce it to specific tasks for achievement, and delegate them to appropriate team members
- Exceptional interpersonal skills with the capability to motivate team members, build on their strengths, and provide constructive critique
- Effectively communicates with clients/donors/volunteers, vendors, and employees at all levels in order to accomplish an organization’s objectives
- Creative, detail-oriented professional with extensive knowledge of business practices, graphic design concepts, practices, and procedures, current design and office management software, and human development

## PROFESSIONAL EXPERIENCE

Saugatuck Tea Company – *Saugatuck, Michigan* (2015 - current)

### **Retail Sales Lead**

- Provide customers with knowledgeable and enjoyable visit designed to meet their needs
- Lead sales person with company sales increase of over 30% from 2014 to present
- Drive customers to adjacent Saugatuck Tea Company Café, Facebook, and company website
- Promote company and products through social media
- Collaborate with owner in selection of products
- Display management
- Created promotional posters for in-store use
- Created and managed an Excel master list of products

Bible League International – *Chicago, Illinois* (2008 – 2010)

### **Marketing Associate**

- Project manager of \$3.8 million budget for monthly direct mail and bi-monthly donor newsletter
- Provided creative input including writing, editing, and graphic selection
- Created and managed an Excel master timeline that produced an efficient workflow and improved vendor and inter-department communication and collaboration
- Consistently delivered timely project completions resulted in estimated savings in the thousands

- Managed all aspects of bi-annual radio campaigns including project timelines, station contracts, station campaign materials, and \$1.5 million annual budget
- Developed collaborative approach with Ministry, Editorial, Art, and Development Services departments to produce marketing materials from concept to completion that accurately reflected the ministry's mission and accomplishments

ATHENA International – Chicago, Illinois (2007 – 2008)

**Director, ATHENAPowerLink®**

- Managed program expansion on a national level including extensive networking with potential host organizations and sponsors
- Revised existing training materials to produce a turn-key program handbook
- Conceived and produced new marketing materials for organization programs
- Traveled nationwide to conduct on-site program training with local program board members

**Additional Responsibilities**

- International Conference point person: worked with Board committee and hotel/conference facilities staff to plan the annual global conference
- Creative collaboration and project manager on the annual report, the *ATHENIAN*; assisted in design and layout
- Marketing and program materials for national program, the ATHENA Award, and for events from concept to creation including print production relations
- Web site updates and revisions for all programs and events including design of new, added-value sponsor pages

Walter E. Smithe Furniture – Orland Park, Illinois (2002 – 2007)

**General Manager, Senior Designer**

- Increased attainment of store sales goals by 25% in two years including reaching \$1 million goal
- Created a positive, productive atmosphere with successful resolution to staff and client issues
- Methods and ideas regularly cited within the corporation as a model for other stores
- Hired, trained, and developed staff of 24 designers including critique of design projects
- Responsible for daily, monthly, and quarterly sales recaps

**COMPUTER SKILLS**

Proficient in Adobe Creative Suite: Dreamweaver, Flash, Illustrator, InDesign, Photoshop, Premiere; Microsoft 2007 Excel, Outlook, PowerPoint, Publisher, and Word; MYOB business software

**EDUCATION**

AAS degree in Graphic Design & Multimedia, Westwood College

**ACTIVITIES/INTERESTS**

Promote local musicians through social media and at live events.

Collaborated in the production and direction of special events, concerts, and children's summer program at Living Springs Community Church, which included creative concept, writing, choreography, and performance. Directed a group that identified, developed, and provided opportunities for children in grades 2 – 8 to express their artistic talents.

Volunteered at Memorial Junior High School; assisted choir director with preparation of students for local and national vocal competitions. Received the OPUS Award for outstanding service.