

MARISSA MARTINO

909 Haight Street # 4 San Francisco, CA 94117 mmartino47@gmail.com 201.647.1591

Work Experience

East Bay SPCA - San Francisco, CA

April 2011 - Current

Behavior and Training Manager

- Develop and implement behavior modification programs for the cats and dogs in the shelter environment.
- Develop and implement staff and volunteer trainings for behavior related programs and safety. Oversaw progress and promotion to new activities and skills.
- Manage the public dog training program. Duties include client correspondence, increasing revenue, developing curriculum, managing part time contract trainers, private consultations with clients.
- Developing curriculum and event planning for community outreach and education.

Paws and Reward Dog Training - San Francisco, CA

July 2010 - Current

Owner / Consultant ~ www.pawsandrewardsf.com

- Worked with Sonoma Humane Society and Pets Unlimited to develop curriculum for volunteer/staff.
- Community networking and event planning with animal welfare organizations, local businesses and colleagues.
- Developing and implementing brand marketing strategy, including website design, marketing materials and use of social online media.
- Developing public training class program with local businesses (daycare/pet store) for cross promotion.

SF Puppy Prep - San Francisco, CA

October 2009 - April 2011

Marketing & Training Programs Manager

- Managing part time trainers and all client interactions.
- Event planning and curriculum development of seminars to maintain and foster relationships with existing clients.
- Creating standard operating procedures, including database collection and calendar planning for efficiency.
- Developing and implementing marketing strategies for company expansion, including local networking and partnership building.
- Teaching public training classes and hosting puppy socials for marketing exposure. (60-90 clients per week)

Humane Society of Boulder Valley - Boulder, CO

September 2007 - August 2009

Training & Behavior Coordinator

- Trained shelter staff, volunteers and youth camp counselors. Oversaw recruitment, progress and promotion to new activities and skills.
- Developed relationships and animal welfare awareness within the local and national community.
- Marketed class program to successfully meet revenue goal of \$120,000 annually. Coordinated marketing strategies with communications and development departments.
- Increased client database by 34% in 2 years. Created new programs to boost sales from existing clients.
- Designed curriculum, planned and taught continuing education seminars, public dog training classes, humane education programs for youth and elderly.
- Co-developed behavior modification program with a success rate of 94%. Created shelter branding and followup procedures.
- Conducted private consultations with clients discussing management and training strategies for behavioral issues. (6-8 clients per week)

Martha Stewart Living - New York, NY

June 2004 – March 2007

Associate Designer for Home Furnishing Products

- Worked with a team of designers, product managers, and vendors to create and execute design collections and achieve sales goals.
- Oversaw organizational system for tracking product samples, lines, and sales.

Education**Syracuse University - B.F.A.**

Graduated 2004 with 3.6 GPA

San Francisco SPCA Academy for Dog Trainers

Graduated May 2007 with Honors

Computer Skills

Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Microsoft Outlook, Adobe Photoshop, Adobe Illustrator, Adobe Contribute, Ned Graphics, PC & Mac Proficient, PetPoint, Chameleon

Hobbies

Rock climbing, dance, hiking, traveling and cooking