

roseanne@whatsnextclub.com
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Roseanne F. Amoils

Entrepreneur Experience

Business Coach and Life-Balance Expert

Dec 2006- Present

Hired by individual and corporate clients including:

- **Corporate**- Polo Ralph Lauren, Time Inc., Scholastic
- **Individuals**- Self employed, students, moms, and clients who worked at the following companies while being coached: Bayer Healthcare, Google, Hearst, NYU, Pace Art Gallery, Williams-Sonoma, Yahoo
- Lead workshops- "Client Centered Selling" & "Cross Function Junction"

In 2007, established [What's Next Club™](#) to generate awareness of coaching and its benefits to potential clients.

- Lead WNC coaching groups
- Host quarterly luncheon series for entrepreneurs & professionals
- Public speaker (topics: Managing Change and What's Next)

Professor at [Larchmont Mamaroneck Continuing Ed](#) Oct 2009- Present
Courses: "Plan Your Next Life Chapter" and "What's Your Next Job?"

Facilitator for [Renee Trudeau Associates](#)
Lead Personal Renewal Groups

May 2011- Present

CTI Experience

- Completed core curriculum Sep 2005- Jan 2006
- Certification- Snap Dragons Pod Feb 2006- Aug 2006
- Awarded CPCC Dec 2006
- Course Assistant- Meet the Model- 3/12 in NYC; Process- 7/07 in NYC; In the Bones- 3/07 in NYC; Fulfillment 12/06 in NYC; Fundamentals- 11/06 in NYC; Fundamentals- 4/06 in Chicago

New York Publishing Experience

Sales Consultant/Seller Jan 2005- Dec 2006
Assignments: American Media's FitPregnancy, Hearst's CosmoGirl!, Meredith's Child Magazine, Midwest Living, and Family Circle, and HFM's For Me Magazine.

Hearst's Redbook Magazine Jan 2001- Jan 2005
Business Development Manager (promoted in 2004) & Account Manager

- Worked with Redbook's publisher and marketing team to determine key areas of advertising growth for magazine.
- Earned "Passport to Fabulousness" award. Sold the most integrated marketing programs during magazine's 100th anniversary year.
- Consistent page and net revenue increases (2002 vs '03: +56% pages and +53% Net \$; 2001 to '02: +37% pages and +49% net \$).
- From 2002 to '03, increased Johnson & Johnson revenue from \$1.6 million to \$3 million and increased Novartis revenue from \$230,000 to \$1.2 million.

Hearst's Offspring Magazine Nov 1999- Jan 2001
Senior Account Manager- Member of launch team (magazine closed 1/01).

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New York Publishing Experience	<u>Account Manager</u> at Meredith's Country Home	Jun 1998- Nov 1999
	<u>Account Manager</u> at Hearst's House Beautiful	Jun 1993- Jun 1998
New York Advertising Experience	<u>Account Supervisor</u> at McCann Erickson	Nov 1987- Nov 1992
	<ul style="list-style-type: none">• Accounts: American Home Products, Bacardi, Gillette, L'Oreal, Nabisco, Springs Industries (Wamsutta)• Managed and trained account executives and assistants• Promoted from Account Executive to Account Supervisor in 1989.	
	<u>Account Executive on US Navy</u> at Ted Bates WW	Feb 1986- Nov 1987
Education	• Earned B.A, Marketing from University of Texas, Austin	1980-1984
	• Completed Joseph E. Seagram & Sons Sales Management Training Program	1984
	• Earned CPCC at Coaches Training Institute	2000- 2001
Interests	Coaching, Family time, tennis, and reading	
Community	<u>VP Electronic Communications</u> and <u>Chair of Nominating Committee</u> for HMX Middle School Exec Board	2008- 2010
	<u>Mentor</u> to young executives via Advertising Women of NY	2006-2009
	YES (Youth Employment Service)	2010- present