

## Education

- Boston University's Center for Digital Imaging Arts, **2012**  
*Certificate – Graphic and Web Design program*
- Salem State College, **2003- 2007**  
*B.S. Communications- Public Relations Concentration*  
*Nation Communications Association Honors Society, 2006 and 2007*  
*Cum Laude*  
*GPA-3.72*

### Code Languages/Platforms

- HTML/XHTML
- CSS
- Mac OSX
- Windows

#### *Experience with:*

- JavaScript
- JQuery
- PHP
- Wordpress

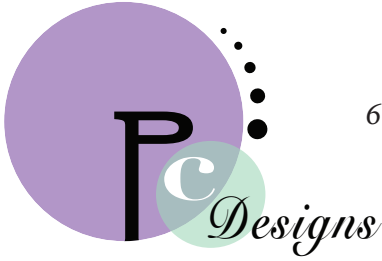
### Software Knowledge

- Microsoft Office
- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Fireworks
- Adobe Dreamweaver
- Adobe Flash
- BBEdit
- TextWrangler
- Salesforce.com
- Hubspot
- Mail Chimp/Constant Contact

## Professional Experience

3/11- 8/11

- Marketing Associate, Article One Partners, Woburn MA  
*Lead Generation* - Consistently formulated strategies and campaigns to attract and create new business, aligning with weekly and quarterly goals; hit or exceeded goals on a consistent basis  
*Conferences* - Reviewed and qualified upcoming conferences and events for possible networking and business opportunities, coordinated the planning and preparation of tasks as assigned leading up to event, reviewed attendee lists for follow up campaigns post event  
*Webinars* - Planned and executed integrated marketing strategies to promote webinar and for post-event outreach, coordinated meetings for content structure and outline of webinar with presenters, created and finalized presentation of content, ran logistical/technical execution of live event



- Marketing Coordinator, Village Fertility Pharmacy, Waltham MA 8/10 -3/11
    - Event Planning* - Organized and assisted with national conference events and local company gatherings; Managed event details such as vendor and location selections, created invitations, determined style of event within budgetary guidelines;
    - Collateral* - Created and maintained marketing collateral for Village; worked with printing companies and sign distributors to execute and finalize projects on a consistent basis
    - Design* - Created promotional flyers and inserts to build awareness of new products being launched through the online store
    - E-commerce Management* - Fully responsible for retail products in-store and on [www.villagefertilityproducts.com](http://www.villagefertilityproducts.com); Promotion of new product launch through company website, mailings and in-store signage; maintained look and appearance of online store
    - Training* - Employee education on features and benefits of new product rollout
    - Merchandising* - Vendor selection for products: built relationships, partnering with vendors for optimal product launch outcome; researched and decided new product selection; Determined current product discontinuation based on previous sales trends; re-ordered and kept store fully stocked
  
  - Marketing and Sales Support Specialist- Comcast Cable, North Reading MA 2/06 – 8/10
    - Internal Communication* - Creator, writer, and editor of the department quarterly newsletter consisting of feature stories, top sales performers, manager in the spotlight, new hires, and positive customer experience
    - Training* - Developed and wrote material used for training purposes; facilitated trainings, presentations and electronic communications surrounding product updates and company policy changes; Trained new hires on department expectations as well as review of handouts needed to successfully carry out job requirements
    - Quality Assurance* - Reviewed and analyzed recordings of customer confirmations made by sales agents to ensure compliance with company policy and federal regulations; Maintained electronic folder of requests for department-exclusive offers channeled through from other areas of the business, honored or denied request based on customer eligibility;
    - Call Monitoring* - Silent monitoring of outbound sales calls to provide positive feedback and sales-related areas of development in order to motivate and encourage a behavior/highlight areas of improvement for future calls
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