

# First Name Last Name

Address, City, State ZIP

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## Marketing & Business Development

Versatile professional with varied experience in business development and marketing / branding. Proven track record of increasing revenue by decreasing costs. Strategic problem solver who finds the underlying source of issues and designs methods for resolving them while maintaining and building customer relations. Collaborate with all levels of an organization, maintaining focus on company goals and objectives.

### Core Competencies

Market Research ▪ Marketing Plan Creation  
Business Development ▪ Training / Teambuilding ▪ Corporate Branding  
Inventory / Loss Prevention ▪ Strategic Problem Solving

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## PROFESSIONAL EXPERIENCE

**COMPANY ONE**, Tempe, AZ 2001 – Present  
*Full-service geotechnical engineering, construction materials testing, and environmental consulting firm.*

### **Director of Marketing and Business Development** (2005 – Present)

Launched position within company, building department and business development functions to ensure compliance with company objectives and strategies. Develop and implement marketing plan utilizing strategic market research, client analysis, and planning meetings. Create marketing brochures, summary of qualifications, and press releases. Attend tradeshow and conferences. Write technical proposals. Spearheaded research and implementation of customized CRM system.

#### *Key Accomplishments*

- More than doubled revenue in two years, starting at \$900,000 and building to \$2.5 million, through sponsorship opportunities and association involvement.
- Created company's first summary of qualifications (SOQ) brochure to share successes with prospective clients, coordinating efforts between PR firm and internal reps. SOQ increased awareness within industry and built business opportunities.

### **Assistant Controller** (2001 – 2005)

Managed accounting department. Reviewed billing contracts and maintained invoices. Managed 401(k) and profit-sharing plan for 150 participants. Collaborated with payroll department to ensure documents and data were accurate. Advised executive staff and board members on strategic business planning, finance accounting, and corporate development activities.

#### *Key Accomplishments*

- Created stronger company loyalty from employees by educating them on available benefits and opportunities to grow personal revenue through retirement programs.
- Researched years-old outstanding invoices, correlating them to client contracts, and developed reconciliation plan which resulted in improved customer relations.

**COMPANY TWO**, Phoenix, AZ 2000 – 2001  
*Business segment of the X Family of Companies, a Fortune 500 company providing information solutions.*

*Continued ...*

**COMPANY TWO, West Region Accounts Payable Manager**

Assisted Controller and CFO in establishing, maintaining, and enforcing business controls, policies, and procedures for West Region. Trained and managed eight-member team on accurate and timely accounts payables processing. Maintained relationships with customers and employees through timely and accurate revenue recognition and response to X Title branch inquiries. Managed and reconciled monthly credit card accounts for corporate cardholders.

*Key Accomplishment*

- Discovered credit card statements had not been paid on time, resulting in an excess of late fees and finance charges for company. Directed team to review and reconcile all statements, revamping system so that bills were paid in full and on time, eliminating all associated fees.

**COMPANY THREE, Phoenix, AZ / Century City, CA**

1989 – 2000

*One of the world's leading theatrical exhibition companies with interests in 359 theatres with 5,138 screens.*

**General Manager (1999 – 2000)**

Managed overall operations of theatre with annual attendance in excess of 1.5 million guests. Supervised staff of more than 120 managers and employees to ensure compliance with corporate goals and objectives. Developed strategies and implemented corporate marketing program to increase revenues and attendance. Contributed to annual sales projections and maintained budget. Created incentive programs to increase employee morale and productivity.

*Key Accomplishment*

- Boosted attendance and concession revenues through strategic positioning of staff, movie scheduling, and loss prevention.

**Senior Manager (1998 – 1999)**

Reported to General Manager and assumed management responsibility in GM's absence. Directed and scheduled management team. Supervised each department, training both staff and management. Recruited new employees through attendance at area job fairs.

*Key Accomplishment*

- Consistently increased theatre profits through maintaining loss prevention and upselling concessions.

***Progressively responsible positions 1989 – 1998.***

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**EDUCATION****B.A., Broadcasting Sales and Management**

ARIZONA STATE UNIVERSITY, Tempe, AZ

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**PROFESSIONAL MEMBERSHIPS / ASSOCIATIONS**

Society of Marketing Professional Services (SMPS)  
Greater Phoenix Chamber of Commerce