

EXPERIENCE:

1997-2007

DIVERSIFIED SOLUTIONS INTERNATIONAL, LLC, East Granby, CT

Marketing

- Develop marketing and sales programs for domestic and international clients
- Conduct market research and international training
- Serve as representative for international and domestic trade shows
- Design and implement product and service marketing for clients
- Manage staff

1996-98

ADVENT CORPORATION OF NORTH CAROLINA, Charlotte, North Carolina

Position: International Sales Manager

Product: Thermal Transfer Bar Code Ribbons

Countries Managed: Argentina, Australia, Belize, Brazil, Chile, Columbia, Costa Rica, Ecuador, El Salvador, Germany, Guatemala, Honduras, Mexico, Panama, Peru, Puerto Rico, Spain, The Netherlands, United Kingdom, Uruguay, and Venezuela.

- Conducted market research for feasibility of global market penetration
- Developed international marketing materials and sales programs
- Developed and trained International Customer Service and Operations Departments
- Established sales territory with first years' sales of U.S. \$1 million
- 50% travel throughout Latin America, Europe, and Mexico to develop and maintain accounts
- Coordinated and served as representative at US and International trade shows
- Responsible for technical laboratory and management of employees

Details of Responsibilities: Improved level of distribution by generating leads through public relations, international trade shows, advertising in international publications, and development of web site in three languages. While maintaining relationships and expanding distribution network, increased monthly sales from \$5,500 in 1995 to \$84,000 in 1996. 1997, Sales averaging \$220,000/Month

1994-96

ADVENT CORPORATION OF NORTH CAROLINA, Charlotte, North Carolina

Position: Marketing and Product Manager

- Prepared presentations for outside sales and president of company
- Coordinated and represented company at domestic and international trade shows
- Created press releases and developed press relationships
- Assessed the market and implemented strategies for improving market share
- Designed and produced advertisements (cooperative and direct placement)
- Organized and designed marketing tools for distributors
- Developed relationship with label and printer companies to coordinate marketing projects
- Trained inside and outside sales personnel on the product line
- Prepared competitive analyses
- Responsible for technical laboratory and management of employees

Details of Responsibilities: Increase sales to distributors in the East Coast and Mexico, press relations, advertising, development of technical brochures and catalogs, and product management. In addition to marketing and sales responsibility, directly influenced expansion of company by implementing new policies for customer service and operations.

EXPERIENCE (continued):

- 1992-94 **MUSEUM AT F.I.T.**, New York, New York
Fashion Institute of Technology, SUNY College
Position: Marketing of Museum Membership
- Established new membership - international and domestic clients
 - Coordinated tours of museum for sales of new memberships
 - Implemented various marketing projects to increase membership
 - Designed seminars for staff and students
 - Planned events and exhibits
- 1994 **UNITED PARCEL SERVICE**, Hong Kong
Distribution Marketing Department
Position: Marketing Research
- Conducted market research for market penetration in Hong Kong
 - Prepared feasibility report based on market research
 - Investigated several marketing strategies
 - Advised strategy to management for implementation
- 1989-93 **ACTION PACKAGING SYSTEMS, INC.**, Ellington, Connecticut
Product: Label Converter of Pressure Sensitive Labels
Position: Marketing & Sales (part-time and full-time)
- Aided inside and outside sales for development of domestic accounts
 - Established database for sales and marketing
 - Implemented various marketing projects to increase sales 50% within a 6 month period
 - Coordinated orders from quotation to completed product
- 1991 **UNITED STATES DEPARTMENT OF COMMERCE**, New York, New York
International Trade Administration
Position: Desk Officer Assistant for International Business
- Counseled small and medium size companies regarding statistical research and marketing
 - Consulted with United States Headquarters (Washington, DC) Desk Officers
 - Assisted trade specialists and served public inquiries

EDUCATION:

BACHELOR OF SCIENCE - Marketing: International Trade, 1994, F.I.T., New York, NY
ASSOCIATES APPLIED SCIENCE - Sales and Merchandising, 1991, F.I.T., New York, NY
ASSOCIATES APPLIED SCIENCE - Business Administration, 1990, ECSU, Willimantic, CT
Berlitz Language School, Charlotte, N.C. - language courses in Spanish
Charlotte Chamber of Commerce - international seminars
President of FIT Public Relations Student Society of America

TECHNICAL:

- All Microsoft Products
- Database Design and Programs
- HTML, PHP, CGI, Perl programming
- Design Programs such as Quark, Photoshop, Illustrator, Corel Draw, etc.