
Professional Experience

Daniels Marketing Support Services (Asheville, NC)

December 2005-Present

New Business Development (Piedmont Triad)

- Contribute to Sales Revenue through prospecting, developing, and maintaining customer relationships
- Consult and develop projects using integrated marketing channels that provide results for client goals and objectives
- Provide continual market assessments
- Develop on-demand programs for client inventory management solutions
- Write comprehensive client proposals

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Winston Printing Company (Winston-Salem, NC)

June 2001-October 2005

Marketing Services Manager (Winston Packaging Division)

- Coordinated collateral marketing materials including newsletters, brochures, sales sheets and sales kits
- Designed and developed internal CRM database
- Developed and administrated web site www.winstonpackaging.com, as well as news blogs
- Administrated online procurement system (Winston Direct)
- Analyzed customer satisfaction surveys, online company search applications and market trends
- Coordinated and attended trade shows, sales meetings, and marketing events
- Researched and implemented new packaging and printing technologies
- Backup administrated Local Area Network (LAN) and Enterprise Resource Planning System

- Certified as ISO 9001:2000 Internal Auditor

VI Marketing Manager (Live Wire Graphics Division)

- Implemented and managed variable data programs, data processing, direct mailings, online marketing procurement, and CRM
- Researched, developed, implemented, and managed online marketing procurement system (Live Wire Direct)
- Consulted clients for direct marketing, response tracking, online marketing procurement and data processing
- Coordinated marketing materials including variable data newsletters, brochures, direct mail, web site, and stationary
- Administrated Local Area Network, FTP and web site www.livewiregraphics.com

Account Executive (Live Wire Graphics Division)

- Contributed to Sales Revenue through prospecting and developing customer relationships
- Developed on-demand programs for client inventory solutions
- Contributed to strategic marketing plan
- Estimated and wrote Proposals for client projects

Minor's Printing (Boone, NC)

March 2000-June 2001

Graphic Designer/Prepress Operator/Network Administrator

- Print design, layout, and imposition for customers
- Reflective and transparent image acquisition on Scitex scanner
- Digital imaging using postscript language for output to digital devices to produce proofs, film, and plates
- Administrated LAN, web site, FTP server, email servers, as well as a Rampage RIP workflow system
- Customer service
- Researched, developed and implemented new technologies

Banta Digital Group (Charlotte, NC)

June 1998-March 1999

Prepress Operator

- Internship through August 1998; Part-time through March 1999
- Built, updated and troubleshot graphics files

- Printed to postscript, digital proofer, image imposition software, and content management system