



OBJECTIVE: A management position utilizing my skills, experience, and education in human resources administration

SKILLS / QUALIFICATIONS:

- ◆ Excellent Oral/Written Communication Skills
 - ◆ Knowledge of Personnel Policies/Procedures
 - ◆ Conflict Resolution and Problem Solving Skills
 - ◆ Familiarity with Unemployment Compensation Hearings
 - ◆ Benefits Administration for 350 Employees
 - ◆ Background Administration and Investigation
 - ◆ Team Leadership/Training Abilities
 - ◆ Supervisory Experience
 - ◆ Multi-Tasking Abilities
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EXPERIENCE:

- 11/97 – 3/01 PERSONNEL MANAGER / HUMAN RESOURCES SPECIALIST**
Pinkerton Security - San Francisco/ San Mateo, CA.
Responsibilities included recruiting, interviewing, screening and hiring job applicants. Administered training programs designed to meet employee development needs for Pinkerton Security. Responsible for conducting exit interviews with terminating employees. Facilitated the transfer of employees between district offices both in and out of state and processed changes in employee status. Advised line personnel on the application of personnel policies and procedures. Council and resolved employee grievances. Review and prepare data for OFCCP audits and assured that record keeping procedures comply with the provisions of governmental regulation agencies.
- 1985 - 1997 SECURITY SPECIALIST**
Wells Fargo Bank - San Francisco, CA
Responsible for coordinating general security operations within the California State region. Monitored and processed robbery, burglary, and life/safety alarms in strict accordance with bank procedures. Resolved emergency situations, notifying necessary groups within the financial institution and coordinating law enforcement and/or government agency responses. Also responsible for preparing detailed written incident reports, assisting branch offices in resolving alarm system problems, maintenance and service needs. Worked closely with alarm system vendors and technicians.
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EDUCATION: Temple University - Philadelphia, PA
BBA - HR Management and Labor Relations

Community College of Allegheny County, Pittsburgh, PA
AA - Marketing Management

REFERENCES: Available upon request.



OBJECTIVE

To obtain a position where my experience, education, and proficiency will allow me the opportunity to utilize my creative skills.

EXPERIENCE

ComputerWare, Sunnyvale, CA. Senior Graphic Designer/Creative Services Manager

January 2000 to April 2001. Major computer retailer.

Duties:

- Designed the layout for the e-commerce site: macsource.com
- Designed the contents of the e-commerce site: macsource.com (such as navigation bars, web banners, headers and other contents)
- Designed, layout and produced bi-monthly catalog, newspaper ads, yellow pages
- Designed and produced all in-store marketing promotions (Posters, Flyers, Backlit Posters, Shelftalkers, POP (Point of Purchase) displays, all corporate headquarters collateral materials (such as annual and bi-monthly reports, business cards, letterheads)
- Worked directly with outside vendors (such as printers, newspapers, copywriters, proofers)

Nationwide Advertising Service, Inc., Oakland, CA. Graphic Designer/Artist

October 1990 to January 2000. Major recruitment advertising agency.

Duties:

- Designed, layout, and produced display ads, collaterals (such as brochures, flyers, posters, POP (Point of Purchase) display, charts, graphs, inserts, folders)
- Oversaw freelance staff
- Worked directly with outside vendors (such as photographers, illustrators, printers, AP Adsend)

Pellegrini Brothers Wine, Inc., South San Francisco, CA. Graphic Artist/Art Director

December 1989 to October 1990. Major wine and beverage distributors and winery.

Duties:

- Designed collateral materials for wineries and restaurants
- Handled art department operations and work directly with outside vendors

San Jose State University, San Jose, CA. Part time Graphic Designer

April 1987 to June 1988. California State University.

Duties:

- Designed flyers, posters, brochures and other collateral material for the University's Public Relations Dept.

Tony Fry and Associates, San Francisco, CA. Part time Graphic Artist

September 1985 to July 1986. Advertising agency.

Duties:

- Produced camera-ready ads for Pacific Bell Yellow Page.

City College of San Francisco, San Francisco, CA. Part time Graphic Artist

September 1982 to May 1985. Community college in the city.

Duties:

- Designed flyers, posters and brochures for the Concert/Lecture Series Dept.

EDUCATION

January 1986 to August 1989: San Jose State University, Bachelor of Arts Degree (Graphic Design)

June 1982 to December 1985: City College of San Francisco, Associate of Arts Degree (Design/Illustration)

SKILLS

Knowledge of:

Macintosh/Windows OS • Traditional production and design techniques

The following softwares:

Quark Xpress, Photoshop, Illustrator, Image Ready, GoLive, Headline, PageMaker, Excel, Word, PowerPoint, First Class, Freehand, CorelDraw, KnockOut, Debabelizer, InDesign, Multi-Ad Creator, FrameMaker, Canvas, Lotus Notes

REFERENCES

Furnished upon request.



Christian Oliver

Objective

To obtain a position that would allow for optimal growth and development within a competitive workplace.

Experience

February 2000 to Present First Horizon Home Loan Corporation. Irving, TX

Claims Analyst

- Filed \$3.8 million in claims with HUD
- Works directly with HUD in filing Part B
- Manages monthly portfolio containing over 140 claims

November 1997-February 2000 Dave and Buster’s Inc. Dallas, TX

Assistant Department Head-Bar Staff

- Monitor labor cost while maintaining fully staffed bar
- Maintain bar costs per company policy
- Implement training course for new bartenders

January 1996-November 1997 Pappadeaux Inc. Bedford, TX

Bartender

- Focus on customer service to maintain competitive edge
- Train and develop new staff members
- Manage efficient shift through proper leadership

November 1995–January 1996 Chuparosa Golf Club. Queen Creek, AZ

Assistant Manager

- Balance daily sales
- Schedule hourly employees
- Organize and run corporate tournaments

Education

- Studied RTVF from 1997-1998 at North Texas University
- Studied business at University of Colorado at Colorado Springs 1995-1997
- Have completed 60 hours

Interests

Playing golf, hockey, and working with computers.

References

Available upon request.



WORK HISTORY

March 2000 to
Present

Wolf Camera.
San Mateo, California

Manage camera and video retail store. Hiring and training of customer service and lab employees. Responsible for merchandising, pricing, marketing, and store revenues.

July 1998 to
March 2000

Forward Air.
So. San Francisco, California

Manage trucking operation providing road feeder service throughout the U.S. Additional services include airline pallet build-up, breakdown and transportation. Manage 60 employees. Facility responsible for the movement of over 2 million pounds per week.

June 1986 to
July 1998

Con-Way Western Express (CWX)
San Jose, California

Twelve years of various areas of responsibilities in the LTL transportation industry including managing and supervising operational and administrative activities. Specific areas of experiences include dock operations, dispatching, hiring, scheduling, performance reviews, training, production reporting and control, safety, environmental compliance, customer services and managing all office activities.

EDUCATION

M.S. Degree, Industrial Loss control, West Virginia University.

B.S. Degree, Physical Education, West Virginia University.

PERSONAL

Interests: flyfishing, flytying, general aviation and golf



SUMMARY

Senior Business Analyst/Project Manager with over ten years professional experience within the high tech, financial services, and retail industries. A results-oriented individual with record of success in dynamic systems and financial environments requiring quick decision making, attention to detail, problem resolution, and management of simultaneous projects – all with major financial implications.

EXPERIENCE

GAP, INC., SAN BRUNO, CA

09/2000 – PRESENT

Senior Business Analyst/Program Manager

Manage Gap Inc.'s GiftCard (stored value card) Programs, including analysis of GiftCard usage and trends, Loss Prevention risks, and problem resolution pertaining to GiftCard issues while ensuring the data integrity of all GiftCard transactional information flowing through the sales system to the General Ledger.

- Developed a business case for a POS Enhancement which could potentially save Gap Inc. \$386 M over seven years
- Decreased GiftCard Liability variance by \$12.2M
- Recovered over \$400K of GiftCard liability during Holiday 2000 system outage
- Supervise and develop a staff of three employees; responsible for career development and coaching through transition
- Successfully manage multiple projects – Canada GiftCard rollout for Gap, Old Navy, and Banana Republic; Dormancy Fee initiative; IVR enhancements; POS enhancements
- Selected to participate in the recruiting of over 300 employees for the new Customer Shared Services Center (CSSC)
- Successfully managed the transition of the GiftCard department to the CSSC in Albuquerque
- CSSC “certified” subject matter expert – Designated as a key expert in the processes and procedures for the department
- Prepared coaching guides to assist current employees in training new employees during one-on-one on-the-job training sessions, including training objectives, desktop procedure inventory and knowledge transfer sign-off
- Facilitated workshops for groups of new employees to instruct them in department procedures and policies

VISA INTERNATIONAL, FOSTER CITY, CA

03/1998 – 08/2000

Analyst

Fostered relationships with vendors, regions, member banks, and internal departments for the development of Visa Chip Card products while monitoring and analyzing the chip card product certification process.

- Managed VSDC chip card testing for major vendors
- Coordinated EMV terminal compliance testing with external labs
- Increased productivity by 50% through the reestablishment of necessary procedures and processes
- Managed redevelopment of Visa website to enhance customer accessibility

- Supported roll-out of new product services and existing product enhancements
- Prepared major deliverables for worldwide distribution

SCIOS, INC., SUNNYVALE, CA

07/1993 – 03/1998

Accountant

Processed Accounts Payable, Fixed Assets, and Payroll for a staff of 350 employees. Prepared property and payroll taxes. Developed and maintained effective inquiry management tools. Prepared and managed legal agreements between external parties and company

- Enhanced Fixed Assets processing by implementing a new software program and streamlining procedures
- Decreased manual payroll processing by 50% through development of new procedures and outsourcing of service

HEWLETT PACKARD, PALO ALTO, CA

10/1990 – 07/1993

Fixed Assets Accountant

Responsible for the asset capitalization process including monthly budget analysis, annual asset inventory, and asset write-off process. Prepared property taxes for the Scientific Instruments Division. Actively participated in the implementation and management of database, inquiry tracking, email and billing systems. Supervised bank reconciliation process.

- Centralized and managed fixed asset system processing project for the shared financial services center
- Implemented process improvement programs and procedures and increased productivity by 50%

VOLUNTEER WORK

San Carlos Police Activities League, SAN CARLOS, CA

1/99 – PRESENT

Board Member and Treasurer

San Carlos PAL is a non-profit community based organization that provides intervention, prevention, and alternative programs to "at-risk" and economically challenged youth in the southern San Mateo County area, in an effort to keep them out of gangs and off the streets.

EDUCATION

Notre Dame de Namur University, Belmont, CA

M.B.A. (Marketing) – 5/00

Notre Dame de Namur University, Belmont, CA

B.S. (Human Services) – Counseling – 5/98



OBJECTIVE: Financial Analyst/Credit Analyst.

SUMMARY:

Have extensive supervisory and managerial experience in financial sector. Strong background in finance, credit, loan, and risk management. Relate well with people from diverse ethnic and cultural backgrounds.

QUALIFICATIONS:

Financial Control and Audit

- Managed overall banking operations including accounting, finance, treasury, loan and administration.
- Monitored financial performance and supervised audit teams.
- Improved loan quality according to risk management criteria.
- Successfully managed collection department, reducing problem loans by 50%.

Budget and Forecasting

- Prepared, develop and monitored budget preparation, compared and analyzed variances.
- Planned and forecasted company financial goals.
- Prepared business projections based on past performances and economic factors.

Risk Management

- Managed and maintained healthy consumer and commercial loan portfolios.
- Reorganized credit department so that loan processing and work flow were streamlined, improving productivity by 25%.
- Planned and implemented credit committee, resulting in higher credit decision quality and improved timing in credit decision to clients.
- Developed and implemented a manual for Credit Policy and Procedure.

Investments

- Performed as an investment analyst officer.
- Analyzed investment portfolios and made recommendations for purchasing or selling stocks to management.
- Financial Statements Ratio Analysis.



OBJECTIVE

To obtain a position within the International Logistics/planner, International Business, or Customs/Transportation related fields.

EDUCATION

1999-Present (Grad: 5/01)	San Francisco State University Major: BS in International Business Concentration: Logistics Courses Included: International Transportation Domestic and International Logistics Export/Import Management International Finance Information Systems for Management
1997-1999	San Francisco Community College Major: International Business
1990-1992	Shanghai University, China BA Degree: Business Administration
1988-1990	Shanghai Teaching University, China AA Degree: Education

HONORS

Recipient of Dean's List of the College of Business of San Francisco State University

COMPUTER KNOWLEDGE

Software:	Microsoft Word, Excel, Access, PowerPoint, Storm, SAP.
Special Project:	Website Creation

WORK EXPERIENCE

11/00- Present	Lam Research Corporation Position: Intern/ Foreign Trade Department Responsibilities: Assisted in Import-Export Administration functions. Performed Electronic Data Entry and Excel on SAP related software system. Organized US Customs Document File per Export Administration Regulations.
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02/00- 02/01

Homestead Village

Position: Customer Associate

Responsibilities: Managed Front Desk, Database Administration, and performed Audits and Customer Service.

1/99-12/99

San Francisco State University

Department of Administration/College of Education

Position: Office Assistant

Responsibilities: Provided customer service to students regarding Admissions.

1/92-12/95

China Arts and Crafts International Corporation

Shanghai, China

Position: Buyer/Import-Export Coordinator (1/92-12/92)

Asian Marketing Representative (1/93-12/95)

Responsibilities: Prepared Documentation and coordinated Logistics/Customs product shipments (via State Customs Department) to International Customer Locations. Implemented sales contracts and coordinated Customer Service Department. Purchased Production supplies, planned proper inventory control levels, negotiated volume discount agreement, achieved and developed cost savings program.

SKILLS/ INTEREST

Languages: Fluent Mandarin, Shanghainese, English, Japanese

Interests: Traveling, Music, Sports

REFERENCES

Professional References available upon request



OBJECTIVE

To acquire a position where I can utilize my extensive experience in Accounting and Office Administration.

EXPERIENCE

September, 2000 - May, 2001 Quality Plastic Industries Newark, CA

Office/Accounting Manager

- Primarily responsible for all accounting functions: Accounts Payable, Accounts Receivable, General Ledger and Bank Reconciliation, Monthly and Year End Processing as well as, supervision of Administrative staff.
- Initiate Vista Software in Financial / Accounting.

1996 - 2000

Dynaform

San Carlos, CA

Office Manager

- Manage all aspects of conducting routine office procedures, customer service, purchasing, and accounting.
- Receive purchase and prioritize job orders. Follow-up on purchase orders as needed. Manage inventory control of finished products and raw materials.
- Maintain customer's specification files and resolve customers complaints.
- Maintain personnel files and orient new employees of their benefits.
- Responsible in preparing payroll, posting and invoicing, accounts payable and receivable, reconcile general ledger and bank statements.
- Manage quarterly payroll and sales tax documentation, monthly and year end processing.
- Computer proficient in Vista Software by Epicore Corporation in Sales, Production and Financial.

1976 - 1994

3-J's Export Philippines, Cainta, Rizal, Philippines

President/General Manager

- Managed all facets of business transaction: from personnel administration, accounting, purchasing, customer service, including travelling to attend tradeshow: foreign and domestic.
- Developed and promoted current and newly designed products of embroidered linens.
- Managed purchasing of raw materials, labor costing, and pricing of finished products.
- Managed and supervised the efficient and productive flow of processing products: from production line, packaging, invoicing, to shipping.
- Resolved customer complaints amicably.
- Processed import and export documentation.

EDUCATION

Bachelor of Science in Medical Technology

De Ocampo Memorial College

Manila, Philippines

Bachelor of Science in Business Administration (Accounting)

University of the East - Manila, Philippines

Profile

- Professional individual with a positive attitude.
- A fast learner who possesses initiative and persistence.
- Solid public relations and customer service skills.
- Team player with a strong work ethic.
- Excellent organizational skills - ability to successfully multitask.
- Computer literate: MS Office, Word, Excel, ACT, MYOB, Timeslips Deluxe and Internet.
- Sensitivity to cultural differences.
- Fluent in English and Mandarin; knowledge of Cantonese.

Work History

Receptionist

June 2000 - Feb 2001

LEUNG, MEENTS, HARROP CHARTERED ACCOUNTANTS
Vancouver, BC

- Accountable for all administrative operations including switchboard and all office equipment; coordinate courier services.
- Responsible for client billing, accounts receivable, accounts payable, payroll, banking transactions, bank statement reconciliation and bank synoptic.
- Revise, finalize and assemble annual financial statements.
- Perform preliminary screening for new hire.
- Recreated client list, which improved client information management.

Receptionist

June - July 1998

ADVANCED MICRO DEVICES, *Taipei, Taiwan*
(A global supplier of integrated circuits)

- Responsible for switchboard, coordination of courier services, office supply inventory and ordering.
- Initiated a recycling program of paper products generated by the office.

Sales Associate

1995 - 1997

AIDO SHOES, *Richmond, BC*

- Accountable for sales, cashier duties and inventory control of merchandise.
- Consistently achieved daily sales quota set by Manager.
- Developed superior customer service skills.

Education

Bachelor of Arts in Psychology
UNIVERSITY OF BRITISH COLUMBIA
Vancouver, BC

1998 - 2000

MS Excel, Level I, Honours
ACADEMY OF LEARNING
Vancouver, BC

1997

Arts & Science Diploma
LANGARA COLLEGE
Vancouver, BC

1994 - 1998

QUALIFICATIONS:

- Knowledge of Windows 98, Windows NT, Word, Excel, Qpro, Lotus, and Power Point. Familiar with IBM mainframe system operations.
- In excess of 19 Years management experience in (regional and district) Customer Service, Sales, Corporate Account management and Field Support.
- Financial management experience in capital expense budgeting, forecasting, operational business planning, cost justification and inventory control.
- Demonstrated competency in organizational skills, the continuous quality improvement process, master planning and revenue enhancement.
- Extremely Customer Service oriented, proven team leader and results Oriented.

EXPERIENCE:

2000 - 2001

Director - Sales & Marketing, Silicon Valley based 'vertical' service Internet Marketing & Consulting Company start-up - (2 Years). 300+ City Web portals in the Domestic and International markets.

1998 - 2000

Assistant SFO Manager: 2,000+ unit operation for car rental licensee at the San Francisco Int'l Apo.

Manager, Millbrae, CA. I assisted in the planning and installation of a 500+ car Valet Parking system servicing the San Francisco Int'l Airport to generate a planned incremental \$750K in FY2000. Reporting directly to the licensee owner. Staff in excess of 50.

1997 - 1998

General Manager, responsible for retail/rental/storage profit center grossing in excess of \$2.0M
Responsible for hiring, training and maintaining staffing levels in a varied and highly competitive retail and rental environment.

Aramark Uniform Services Inc.**1993 - 1997**

District Manager, responsible for Silicon Valley route-sales personnel and coordination between customers, corporate sales staff and production departments. Doubled as Fleet Manager for San Jose Location.

National Car Rental System, Inc.**1989 -1993**

Promoted to City Manager, East Bay. Responsible for FT and PT staff of 75 in East Bay/San Joaquin Valley locations. Annual revenues in excess of \$8M.

Regional Fleet Manager – North Pacific. Purchase, program disposal, and wholesale of both risk and repurchase fleets totaling 14,500 units per annum.

Winner, 1992 Presidents award for customer service (U.S.)

Avis Rent A Car System, Inc.**1983 - 1989**

District (City) Manager. Based at Oakland International Airport, full fiscal and operational responsibility for all locations in the East Bay, Central Valley and San Joaquin Valley.

EDUCATION:

1969 LEICESTER UNIVERSITY (U.K.) - COLLEGE OF ART AND TECHNOLOGY.

- City & Guilds of London Institute, (Textile Technology.)
- Ordinary National Certificate - Textile Technology and minor in Business Administration.

DOUAI ABBEY SCHOOL, Reading, Berkshire, U.K.

- G.C.E. 'O' Levels - Oxford and Cambridge Board, five subjects.

PERSONAL AND PROFESSIONAL AFFILIATIONS:

- Liveryman, Worshipful Company Of Framework Knitters, London.
- Freeman of the City Of London, (admitted 1975).
- Private Pilots License Holder (U.K. & U.S.A.)
- California Commercial Drivers License



LANGUAGE

EDUCATION

College of Education, GZ, China.
Certificate in Foreign Trade English, July 1990

EXPERIENCE

1991 -92	CNTIC Southern Branch	GZ, China
<i>Salesperson</i>		
<ul style="list-style-type: none"> • Proceed inquires of export projects • Assist customer at exhibitions/trade fairs by translating product descriptions and functions from Chinese to English. 		

COMPUTERS

HTML, DreamWeaver, FrontPage, Illustrator, PowerPoint, Excel, Word.

OBJECTIVE

Highly skilled District Manager with a strong background in sales, training and business development. I offer over twelve years of increasingly responsible experience in management with a high level of execution and attention to detail. I possess strong communication skills and function both independently and as part of a productive team.

WORK HISTORY

1/2001-Present *District Manager, Public Storage Inc. Pleasanton, CA*

Accountable for all day-to-day operations of ten Public Storage properties. Responsible for recruiting, hiring, training, managing and directing as well as establishing and meeting sales goals, customer relations and collections.

8/1999-12/2000 *General Manager, Aaron's Sales and Lease Springfield, MA*

Accountable for all day-to-day operations of this home furnishing business. Responsibilities included P&L performance, sales, recruiting, hiring, training, developing, coaching, directing, supervising and management of personnel in various locations as well as payroll, budgeting, forecasting and purchasing. I also acted as mentor to new and existing General Managers.

- Offered a District Manager position in New England.
- Promoted to, and successfully managed, the largest store in this 500-store chain.
- Increased customer base over 100% in eight-month period.
- Increased revenues over 200% in same time period.
- Consistently met and exceeded strict sales goals.

1/1996-7/1999 *Manager, Rent-A-Center San Jose, CA*

Accountable for all day-to-day operations of this home furnishing rent-to-own business. Responsibilities included P&L performance, auditing and reconciliation, hiring, training, advertising, sales, collections and purchasing.

- Promoted to the largest store in the Bay Area Market 2/99.
- Promoted to Market Training Manager in 4/98; additional responsibilities included recruiting, training and developing associates in an eight-store market.
- Received "Store of the Month" designation 14 times.
- Recognized as "Best Store in the Region" three months in a row and consistently made the "Top 10".

1/1986-8/1995 *Operations Supervisor, United Parcel Service San Jose, CA*

Directly supervised delivery drivers: accountable for dispatching, establishing routes, performance evaluations, training, settling grievances and addressing customer complaints as well as participating in monthly cost review meetings.

- Received Lead Supervisor designation in 1992; additional duties required overseeing two full-time supervisors, three part-time supervisors and 45 drivers.
- Attended over 30 workshops, classes and seminars with a strong focus on management, training and public speaking.

EDUCATION & TRAINING

- Bachelor's Degree, Business Administration, University of Phoenix, San Jose, CA.
- Certification, Management Leadership School, Carthage College, Kenosha, WI.

SUMMARY

A dynamic Manager with extensive experience in Sales and Customer Service at all levels. Major strengths include team building, creative problem solving, project management, revenue driving and interpersonal skills. Additional skills include the ability to work under pressure on fast track projects, employee development, consistently exceed company revenue goals and achieve outstanding profit margins in a profit and loss environment.

PROFESSIONAL EXPERIENCE

SIMPLEX TIME RECORDER, San Francisco California

1980 – 2001

The largest manufacturer of commercial fire alarm systems in the United States with 130 factory owned branch offices.

Branch Service Manager (1996 – April 2001)

- Managed a \$4 million dollar service organization.
- Directed a team of 22 field technicians and 2 service sales representatives.
- Influenced corporate management to add additional field personnel to increase productivity.
- Developed an in-house training program, which improved service efficiency by two calls per week. Customer satisfaction increased with a contract retention rate of 95% for fiscal 2000.
- Increased contract revenue base to \$2 million per year through implementation of customer care program. This program generated revenue from inspection deficiencies and increased customer satisfaction through "quick follow up".
- Achieved annual margins over 50% each year through the implementation of flextime work schedules and the reduction of overtime. Negotiated regional health care master contract worth over \$900k.
- Increased overall service revenue by 100% in five-year period.
- 100% club 1996, 1997, 1998, 1999, 2000.

Service Sales Support Specialist (1994 – 1996)

- Managed 22 sales representatives in 20 branch locations in western United States.
- Initiated and conducted market analysis of under achieving branches.
- Created vertical marketing plans and increased district sales by 10% through the addition of more sales personnel and new service offerings.
- Conducted interviews, hired, trained, and provided sales support.
- Created and presented training and marketing presentations at regional meetings.
- Reported directly to VP of Service Marketing.
- Developed national and regional account teams and sales presentations.
- 100% Club 1994, 1995.

Service Sales Representative (1990 – 1994)

- Sold Preventative Maintenance Agreements.
- Sold over \$1 million in new business.
- Finished in top 10 out of 120 sales representatives in United States.
- 100% Club, 1990, 1991, 1992, 1993.

Time Equipment Sales Representative (1985 – 1990)

- Sale of electro-mechanical and software based time equipment and systems.
- Generated sale of after market maintenance agreements.
- 100% Club 1986, 1987, and 1989.

Field Service Technician (1980 – 1985)

- Repair and service time recorders at customer locations.
- Sell maintenance agreements and equipment upgrades through sales leads.

EDUCATION

Completed two years course work, Framingham State College

One year course work, Berklee College of Music

PROFESSIONAL DEVELOPMENT

American Management Association Seminars

Computer Training: Excel, Windows

Simplex Branch Service Management Training and Development

Simplex Human Resource and Employee Development Training

Strategic Selling Skills and Training

Nicet Certification Level II, AET



Account Manager, Operations Manager or Project Manager with an emphasis in Marketing.

- 8+ years of management, customer support, and marketing experience.
- Distinguished award winner experienced in training and motivating team members.
- Proven ability to spearhead projects for the purpose of analyzing and improving processes.
- Skilled at improving business relationships through “win-win” negotiation tactics and thorough problem solving skills.
- Advanced user of Word, Excel, PowerPoint, Outlook, Adobe Photoshop and Act.

Bachelor of Science, Marketing, San Francisco State University, May 2000.

Operations Manager

- Created e-commerce infrastructure and customer service department for B2B wine industry supplier.
- Improved communication between managers and employees in two offices by developing weekly update reports.
- Supervise customer service, accounts receivable and accounts payable.
- Negotiated contracts with suppliers and increased Evine profit margins by as much as 11%.
- Create email product messages that promote the "Request for Quote" service.
- Improve website logic by listening to customer requests and collaborating with the sales team and web developers.

- Located automobiles and secured financing for clients.
- Negotiated with auto dealerships to achieve a competitive price.
- Increased customer base through prospecting leads.

- Supervised, motivated and trained 15 Sales Support Specialists.
- Managed sales territory with \$120 million in sales per year.
- Won **Outstanding Achievement** award for maintaining a less than 2% past due ratio of product loans, defective returns and open invoices.
- Improved internal returns process by 40% and reduced pricing errors to less than 1%.
- Increased Sony presence at retailers through merchandising, placing point-of-purchase displays and expanding product lines.
- Won **Award of Merit** for training and continued support of a new order entry system.
- Improved sales of the Mini-Disc line through grass roots marketing and promotions.
- Partnered with retailers to create a presence at special events like VH-1's "Rock Across America", "AIDS Walk", "Bay to Breakers", "California Music Awards", and "KKSF Listener Parties".



Qualification Statement

Direct Marketer with over 4 years experience and over 7 years experience with database applications. Excellent client relationship skills. Excellent inter-department leadership and team building experience. Strong track record in building all aspects of successful customer relationship marketing (CRM) programs, including copy development. Proven ability to integrate data analysis into CRM initiatives. Experience with direct marketing, market research analysis tools, department management, project management, business process mapping, and database design.

Major Accomplishments

- ◆ Developed a grass-roots marketing campaign that outperformed all other acquisition campaigns by 300%
- ◆ Improved response rates by up to 1% through stream-lined segmentation in a mature file
- ◆ Developed contact strategies and campaigns that increased the most productive customer segment by 50%
- ◆ Negotiated contract with telemarketing vendor based on performance, reducing costs and improving profitability
- ◆ Successfully supported the launch of a re-branding initiative through direct marketing campaigns
- ◆ Managed a major CRM project that involved data conversion from an AS400 to Oracle database, 20 internal resources, 4 external resources, and 5 vendors with no disruption in revenue
- ◆ Directed several design projects with IT to improve business processes, decreasing campaign production time by 50% and reducing data errors by 50%
- ◆ Developed methodologies that reduced Strategy engagement times and improved price points for clients

Career Experience

marchFIRST – San Francisco, CA

Senior Consultant, CRM Strategy 2000 - 2001

- Created and presented custom Road Maps for CRM strategy implementation to achieve cross-functional and executive buy-in
- Conducted facilitated sessions to determine client needs, business requirements, business climate, and develop business process maps, establishing foundation for change management
- Co-developed methodologies for CRM Strategy engagements, reducing length of strategy engagement and improving client price points
- Led CRM strategy engagement for multi-billion dollar music distribution company, achieving CRM implementation road map within a 4 week period
- Developed current and future state process maps used for technology selection, system design, and business process improvement
- Authored detailed implementation roadmaps for optimizing all aspects of client's business
- Certified doe Epiphany implementations

KCET-TV - Los Angeles, CA

Director, CRM Implementation 1998 – 1999

- Directed a database conversion project that involved 6 internal departments, 5 vendors and 4 external resources, representing \$20 million in annual revenue and over two-thirds of the station's operating budget, completing the project on time and within budget

- Directed business process changes across multiple departments, ensuring optimal communication and eliminating the “silo effect” of business units
- Maintained a high-level of support throughout senior management with regular presentations, ensuring that the project remained a priority
- Led a team of department heads to train and motivate their respective departments to distribute ownership of the project to individual departments
- Managed the transition and knowledge transfer upon the completion of the CRM project
- Developed more efficient data testing methods for the review of converted data, reducing review time by 25%
- Designed e-mail marketing campaigns, establishing a working tool for the development of the email channel

Manager, Direct Marketing

1997 – 1998

- Managed the production of over a dozen annual campaigns that represent nearly \$17 million in annual revenue for the station.
- Developed contact strategies for all customer segments within Membership to improve
- Led efforts to develop a more CRM-focused organization by developing process maps outlining the hand-offs of customers and where information relays exist.
- Designed direct marketing campaigns to support and edify re-branding initiatives for station
- Managed return on investment for campaigns and segments to improve target marketing efforts
- Enhanced analysis tools to identify unproductive campaigns and segments.
- Developed member benefits program and member club programs (Kids Club) to increase children’s programming promotional opportunities and improve the perceived value of membership
- Edited and approved copy tailored to specific interests of customer segments.
- Partnered with technical staff to create several programs to enhance retention of members and to improve data integrity.

Market Research Analyst/Database Marketing Specialist

1995 - 1997

- Utilized survey data to develop a behavioral profile of members.
- Analyzed customer touch points to develop contact strategies.
- Enhanced the segmentation of solicitation files to increase profitability and improve testing and tracking.

The Weston Group - Los Angeles, CA PR and Media Coordinator

1995

Hand & Associates, Inc – Brentwood, CA Marketing Communications Consultant

1994

US Army TACOM - Warren, MI Logistics Manager

1991 - 1993

Education

University of Southern California

Annenberg School of Communications

M.A., Communications Management, (Strategy)

May 1998

University of Michigan - Ann Arbor, MI

B.A., Economics



OBJECTIVE:

To obtain a position as an integral member of a marketing management team in a positive and challenging environment.

WORK EXPERIENCE:

Cisco Systems

San Jose, CA.

Marcom Specialist

2001

- Worked closely with Cisco Internet Business Solutions Group (IBSG) to create a global framework for the Cisco iQ Ecosystem Program
- Designed and implemented scalable process to identify, recruit, and enlist new partners into the program
- Managed the marketing of partner profiles and information both on the external Cisco iQ site and internally
- Worked with Cisco Public Relations to develop partner press release templates and policy
- Communicated and informed partner business development managers on the benefits of partnering with Cisco
- Communicated with global theatres to ensure consistent branding and continuity throughout the program

3Com Corporation

Santa Clara, CA.

Marketing Coordinator

2000

- Supported managers and team on all aspects of Marketing Communications programs including: seminars, tradeshow, direct mail, sales tools, advertising, and literature
- Worked internally with 3Com service groups and outside vendors to ensure successful production of projects
- Managed and maintained portions of the budget for divisions.
- Worked cross-divisionally and internationally, to create cohesive messages and positioning
- Acted as a liaison between 3Com divisions and accounts to ensure participation in national programs as well as provide information on product updates, releases, and information
- Maintained purchase orders and invoices for all on going projects and continually updated each account budget

California Integrated Waste Management Board

Sacramento, CA.

Marketing Assistant

1999

- Organized and developed surveys for obtaining data
- Arranged and interpreted information in our customer databases
- Communicated and informed public organizations about state programs
- Coordinated and completed mass mailings
- Identified problems, diagnosed causes and determined corrective actions within the programs

Southwest Airlines
Marketing Intern

Sacramento, CA.
1998

- Assisted the marketing manager and coordinator to complete daily tasks.
- Used teamwork approach to accomplish tasks.
- Collected and assembled data on competitive companies in the industry.
- Accomplished various marketing and promotional projects.

EDUCATION:

Bachelor of Science, Business Administration
Concentration: Marketing Communications
California State University, Sacramento. (May 2000)

COMPUTER SKILLS:

Microsoft Word
Microsoft Outlook
Microsoft Front-page

Microsoft Excel
Microsoft Power-point
Eudora

Microsoft Access
Microsoft Explorer
Lotus Notes

Marketing Professional

Professional Overview:

Seven years of strong marketing communications experience with proven organizational skills and ability to lead cross-functional projects. Constantly striving for efficiency and effectiveness in job function. Able to work well independently as well as part of team with great interpersonal skills. Takes full and complete ownership of responsibilities.

Areas of competency:

- Official Corporate Communications
- Vendor Management
- Public Relations Firm management
- Direct Mail Campaigns
- Trade Show Strategy and Promotion
- Measurement of Campaign Effectiveness
- Multiple Task Management
- Print and Web advertising
- Marketing Database Development
- Strategic Marketing Initiatives
- Marketing Demographics Generation
- Marketing Collateral Materials
- Corporate Image Development
- Problem-Solving Capabilities

Experience

2000- **INVESTools Inc., Telescan Inc., Consumer Division**, Menlo Park, California.

2001 *Marketing Communications Manager*: Managed public relations for INVESTools.com and Wall Street City.com; developed all sales support materials for print and web; implemented direct marketing campaigns for new product distribution; coordinated all official corporate communications.

- Managed Public Relations firm and developed consumer media strategy.
- Increased press exposure of company through management of public relations firm.
- Generated and supervised placement of all press releases and coordinated press interviews for Vice President and CEO.
- Promoted consumer sales contest that appeared on network television, radio, and live Internet broadcasts.
- Produced original marketing materials including media kits, recruitment brochures, and promotional items.
- Created advertising section and online media kit for INVESTools.com and Wall Street City.com.
- Conducted demographic surveys for increasing advertising revenue and overall marketing purposes.
- Placed and created advertisements in various industry publications such as I-Marketing News, Financial Services Marketing, and Media week.
- Generated and distributed over 700 hard sales leads for ad sales team and recorded them into database for future consultation.
- Built corporate news section for INVESTools.com to improve media relations.
- Distributed monthly corporate metrics/newsletter for monitoring financial progress.
- Implemented direct mail campaign for new stock screening software product.

1999- **McGraw-Hill Publishing, Osborne Media Group**, Berkeley, California.

2000 *Marketing and Advertising Copywriter*: Created copy and worked with designers for all “hi-tech” advertising and marketing materials, including copy on web; produced wholesale and retail quarterly catalogue for national and international distribution; worked with design team on major marketing campaigns; created and designed trade show themes and event promotions.

- Increased Osborne’s brand image through effective product sales messages including the 2000 ad campaign.

- 1997- **Metropolitan Life Insurance Company, Small Business Center Division**, White Plains, New York.
 1999 *Marketing Consultant*: Managed the development and distribution of all national direct mail campaigns; responsible for industry publication advertisements; developed sales promotions and organized trade shows; coordinated division's corporate communications.
- Designed and managed the production, printing, and distribution of all direct mail pieces, advertisements, and promotional items.
 - Responsible for the Small Business Center's field releases, news releases, and all other official corporate communications.
 - Produced 4.6 million direct mail pieces in 1998; 3.1 million pieces in 1999.
 - Increased marketing database from 250,000 to 632,000 prospects.
 - Developed targeted marketing initiatives for specialized applications.
 - Created and implemented promotional programs for national sales contests.
 - Negotiated and executed a two million-dollar outsourcing agreement with mail house vendor.
 - Organized trade shows and designed trade show booth.
 - Managed multiple vendors, suppliers and other contractors.
 - Developed marketing materials for college recruiting program.
 - Increased revenue for the company by nine million dollars.
- 1994- **Internet Concepts and Ettela'at International**, New York, New York.
 1997 *Vice President*: Supervised the distribution, marketing, and production of the only Persian daily newspaper in the United States; developed and executed direct mail marketing strategies and advertising campaigns; created and managed marketing database of 170,000 contacts; distributed educational materials about the Middle East; coordinated the international sale of Persian language books and periodicals; translated texts and edited subtitles for Persian television programs shown in the United States.
- 1992- **Yale University Library Services**, New Haven, Connecticut.
 1993 *Assistant to Near Eastern Curator*: Assigned to the preservation department as a representative of the Near East team to supervise and conduct a survey of seventeen thousand rare Middle Eastern books and periodicals to be restored and circulated.

Education

New York University, New York, New York.

Master of Arts completed Summer 1994, Middle Eastern Studies Department.

Awarded Graduate Assistance Scholarship. Taught introductory courses on the Middle East.

Yale University, New Haven, Connecticut.

Completed a year of graduate work, including a summer at the Language Institute in the Department of Near Eastern Studies. Chartered the first Persian Club at Yale University.

The College of William and Mary, Williamsburg, Virginia.

Bachelor of Arts degree awarded May 1991, Double Major in Government and International Relations, specializing in Middle East affairs. President of International Relations Club.

Skills

Proficient in Microsoft Office, Lotus Notes, and knowledge of Adobe PhotoShop, Adobe Illustrator, and Quark. Extensive experience with the Web and print production management.

Fluent in English and Persian; Conversant in French and Arabic.



GENERAL QUALIFICATIONS

- Work experience in contractual business negotiation process.
- Work experience in budget/financial management.
- Work experience in project coordination/management.
- Ability to optimize business option.
- Ability to conduct marketing research.

WORK EXPERIENCE

Honda R&D Americas, Inc. Ohio - Project coordinator Nov.1998 - Feb.2001

- Coordinated several automotive development projects (Acura, Accord, Civic) in terms of organizing various activities to meet mass production schedules.
- Coordinated about 40 automotive research projects including organizing periodical evaluations by executives at different phases and managing budget plans to control each project spending as well as generating monthly financial and business performance report (variance analysis, etc.) for executives.
- Organized/Participated in PR events for new products (Acura, Accord, Civic).

Benson Clark Consulting, Inc., Kansas – Marketing research. 1997

- Conducted a marketing research project for certain medical equipment (A device produced in UK to prevent infant sudden death).

Six Sights Co., CA – Marketing research. 1991 - 1992

- Conducted marketing research for Chinese herbal products.

Kikusui Entertainment Inc., Tianjin, China - Manager. 1988 - 1990

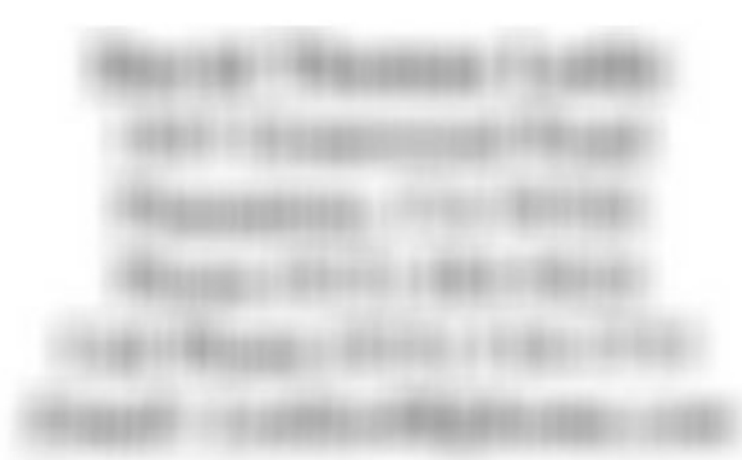
- Managed multinational joint-venture entertainment business and was responsible for ultimate business results.

China National Offshore Oil Corporation, Tianjin, China – Coordinator. 1986 - 1990

- Conducted and managed business (procurement, project, etc) in Japan.
- Coordinated several large offshore petroleum development projects built in Northern China.
- Participated in formulating international business strategies in terms of the selection of business partners, suppliers, etc.
- Implemented contractual negotiation process for procurement of offshore drilling equipment and raw material, large project bidding and outsourcing, and establishment of joint venture enterprises, etc.
- Participated in PR events.

EDUCATION MBA, GPA 3.8, Washburn University, Topeka, Kansas, 1998.
 Salt Lake Community College, Salt Lake City, Utah, 1994 - 1996.
 B. A. in Japanese language & literature, Xiamen University, China, 1986.

SKILLS Microsoft Word/Excel/Access/PowerPoint, and Lotus Notes.
 Fluent in English, Japanese, and Chinese.



OBJECTIVE: To obtain a management or training position in a telecommunications/high-tech post-sales or customer support area of a growing, dynamic company.

WORK EXPERIENCE

12/99-1/01

Field Support Manager, Qwest Communications

Manager of proactive post-sales support team for three Northern California offices with \$4 million monthly revenue. Interviewed, hired and trained account managers responsible for retaining and growing assigned bases of business customers billing \$5,000-100,000+ per month. Team supported switched and dedicated voice services, frame relay, ATM, narrow and broadband IP services, dedicated web-hosting and collocation services, application services and managed networks.

- Created and delivered training material for new-hires, existing employees.
- Coordinated training, mentoring with other groups and departments.
- Tripled staff size to meet needs.

Sprint Communications

9/96-12/99

Account Manager, Retention

Managing and growing an existing base of commercial customers through the marketing of voice, data and international services in the Silicon Valley.

- Product presentations-frame relay, ATM, IP, web-hosting and voice services.
- Consistently exceeded 100% quarterly quota.
- Produced or managed the production of several major client proposals.
- 1998-99 "President's Club Award" recipient.
- Recipient of "Outstanding Performance" awards for top revenue in branch.
- Trained, mentored new employees.

5/95-9/96

Technical Applications Consultant

Project manager for the ordering, scheduling and implementation of dedicated voice and data services for a major market customer base, trouble-shooting service problems.

- 99.5% of all requested dates met.
- Mastered complex new information base.

6/89-5/95

Customer Service Supervisor

Supervising 8-13 employees in both proactive and reactive, commercial customer service departments. Responsible for interviewing, hiring, training and evaluating employees, overseeing \$5 million of revenues per month, and making presentations inside and outside department.

- Retained an average of 99% of month-to-month revenue, decreased delinquent receivables 55% within a year.
- Automated processes, forms and standard letters into desktop workstations.
- Customer Service Liaison to a major credit card vendor partner.
- Designed training materials for new employees.
- Co-chairman of department-wide incentive committee.
- Chairman of inter-departmental committee, achieving significantly improved interdepartmental cooperation.
- 1992 "Excellence Award" winner

11/87-6/89

Account Representative

- Providing specialized proactive and reactive customer service to a base of business customers, presentations to others departments and cross-departmental training.

9/85-7/87

American Marazzi, Sunnyvale Texas

- **Customer Service Representative** for tile importer and manufacturer. Providing service and support to customers and sales personnel nationwide, serving as point of contact to the regional distribution centers.

SKILLS/KNOWLEDGE:

- | | |
|------------------------|-----------------------|
| • Microsoft Word | • Internet Protocol |
| • Microsoft Excel | • Voice technologies |
| • Microsoft PowerPoint | • Private lines |
| • Microsoft Outlook | • VPN |
| • Frame relay | • Hosting/Co-location |
| • ATM | |

EDUCATION:**University of North Texas, Denton, Texas**

- Graduated Cum Laude, with a Bachelor of Arts in English and a minor in Computer Science.

REFERENCES available upon request.