

summary

Passionate and forward-thinking communications and strategic marketing professional with proven success developing highly innovative and creative marketing solutions.

- Creative leader with experience in developing plans, budgeting, vendor relations, print and web collateral creation and development, project management, branding and event marketing.
- Knowledgeable internet marketer including web design, research, email campaigns, SharePoint, Google Docs and Adwords, social media and more.
- Clever, creative and resourceful in solving problems and generating new ideas. Outstanding written communication and presentation skills with a print and web graphic design background.

work experience

With A Function

July 2007 to Present

Marketing Consulting & Graphic Design

Not including contract duties, role is to provide design and marketing services to various clients (small business, medical industry, print broker, financial and human resources service industry, non-profit organization and more). Services include but not limited to marketing consulting, trade show preparation, strategic marketing, planning and budgeting, branding, project management, print design, social media and web design. Contract roles through With a Function include:

Tatum, LLC, Atlanta, Georgia

August 2011 to September 2011

Nationwide Executive Services Firm

Part-time temporary position as Marketing Communications Manager. Duties include: updating communications material, service outline project, advertisements, article preparation and more.

Über Trade, Alpharetta, Georgia

October 2010 to July 2011

On-line Business to Business Bartering Company

Part-time contractor as Communications and Support Manager. Duties include: structure, design and management of several weekly communications sent to over 2,000 members/prospects; member support via email and phone; creation and maintenance of Über team intranet site; other projects as assigned including design consultation on Über Trade member site and back end management site.

Jones Lang LaSalle, Atlanta, Georgia

May 2010 to August 2010

Commercial Real Estate

Temporary assignment as Graphic Designer/Project Manager. Hired to develop two non-linear presentations for group in Tenant Representation. Presentations focused on sales and expansion of business for two potential clients. Created presentations including maps, artwork, video tutorial and dynamic links using various software including PowerPoint, Illustrator, Photoshop, Acrobat and Camtasia Studio.

Other contract roles: CVR Associates, All Over Atlanta, Swerdlin & Company and Shandy Creative.

work experience (continued)

Swerdlin & Company, Atlanta, Georgia
An Actuarial & Employee Benefits Consulting Firm

July 1996 to July 2007

Received a "Rising Star" award in 2001. Left company to pursue self-employment. Roles and duties include:

Marketing Communications Manager

July 2001 to July 2007

- Manage all aspects of strategic marketing and communications including but not limited to all collateral (both print and web), public relations, internal employee communications, client communications, client surveys, marketing plan and budget, client and contact databases, proposals and RFPs, trade shows, and presentations.
- Provide strategic assistance to human resources such as development and design of employee handbook, employee surveys, comprehensive benefit statements, hiring process (resume review and interviews) and more as needed.
- Develop and maintain communications for clients on retirement and cafeteria plans including but not limited to enrollment services (entire enrollment process including forms and presentations and running enrollment meetings), participant portal website, client communications including portal website and ongoing services, and new client communication.
- Provide internet marketing including search engine placement, Google AdWords, marketing campaigns using Constant Contact, SharePoint and more.
- Manage seminars and client workshops. Create invitation, track respondents, coordinate location, develop presentation, coordinate internal and outside speakers, create handouts and other communications material, sign-in attendees, analyze surveys, and more.

Marketing Communications Specialist

July 1999 to July 2001

- Member of Operations Committee. Purpose of Committee is Continuous Improvement: identify areas of improvement throughout company and develop plans to carry out improvement to increase employee morale and effectiveness.
- Update website on a weekly basis with fresh content. Head of Website Committee with a purpose to generate future content and website enhancements.
- Development and design of marketing communications including quarterly newsletter, direct mail, brochures, website and promotions.
- Assist with proposals, RFPs and client communications. Maintain and analyze proposal database to identify profitable areas and ensure continued progress in the sales cycle.
- Design and maintain client database. Identify various targets in database for promotional campaigns.
- Prepare presentations and custom handouts for client/employee meetings, prospective client meetings and member organization meetings/seminars.

the resume of

Stephanie Anderson

education

Kennesaw State University

Fall 1991 to Summer 1999

- BBA in Marketing with an emphasis in marketing communications. Relevant courses include advertising, direct response marketing, promotional strategy, marketing research and marketing management.
- Received honorable mention award for direct marketing campaign submitted for a collegiate ECHO competition. Won regional business plan competition, finalist in national competition. Worked on a marketing campaign in class for ETC (Ellijay Telephone Company), designed billboard that was used in outdoor advertisement for ETC.

Dale Carnegie Course

Winter 2002

computer knowledge

Microsoft Office Suite, Adobe Creative Suite (InDesign, PhotoShop Illustrator, and Dreamweaver), Adobe GoLive, Camtasia Studio, internet research, email campaign programs (Constant Contact), Microsoft SharePoint, Google AdWords, CoStar (commercial real estate software), social media sites, search engine optimization and more.

professional memberships

WEB: Network of Employee Benefits

1998 to 2007

Board member; coordinated and presented Annual Boot Camp seminar in 2001, 2002 and 2003; designed and distributed monthly luncheon email invitations; and maintained member and non-member database.