

## Summary

Self-starting, goal-oriented strategist whose confidence, perseverance and vision promote success.

Skilled at organizing complex projects, defining project priorities, and delegating tasks.

Quickly learn procedures and methods.

Skilled with computer systems and software.

Proven record of working within a budget.

Self-motivated and assertive.

## Experience

### **AMF Bowlero Lanes**

**Wauwatosa, WI***Management Staff*

September, 2008 to present

- Executed daily operations of the largest bowling center in the Midwest.
- Assigned alleys, issued score sheets and pushed controls to activate automatic game-scoring equipment.
- Recorded number of games played and collected payment.
- Observed patrons to detect disruptive behavior and misuse of alleys and equipment.
- Organized bowling leagues and informed members of league requirements.
- Solicited new bowlers via cross-marketing campaigns.
- Prepared and distributed announcements of league activities, collected member fees and distributed tournament prizes.
- Prepared bank deposits by compiling data from cashiers, verifying and balancing receipts, and sending cash, checks, and other forms of payment to banks.
- Performed general office duties such as filing, answering telephones, and handling routine correspondence.

### **Olan Mills, Incorporated**

**Wisconsin***Portrait Sales Consultant*

March, 2008 to September, 2008

- Traveled throughout assigned territory to call on regular customers and to solicit orders.
- Displayed and demonstrated product, using samples.
- Quoted prices and credit terms and prepared sales contracts for orders obtained.
- Prepared reports of business transactions and kept expense accounts.
- Consistently ranked as top ten sales consultant in the four-state region.

### **Weather Tight Corporation**

**West Allis, WI***Marketing Manager*

October, 2005 to December, 2007

- Executed daily operations of Retail Display Department and Parade of Sunrooms events.
- Identified, developed, and evaluated marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.
- Directed the hiring, training, and performance evaluations of marketing and sales staff and oversaw their daily activities.
- Consulted with product development personnel on product specifications such as design, color, and packaging.
- Supervised employees, scheduled work hours, resolved conflicts, determined salaries.
- Selected products and accessories to be displayed at trade and special production shows.
- Coordinated and participated in promotional activities and trade shows, worked with developers, advertisers, and production managers, to market products and services.
- Formulated, directed and coordinated marketing activities and policies to promote products and services, working with advertising and promotion managers.
- Spearheaded lead-generation efforts.
- Served as company representative at networking events, including area Chamber of Commerce events and weekly Business Networking International group meetings.
- Initiated market research studies and analyzed their findings.

**Community Newspapers**

**New Berlin, WI**

*Sales Assistant*

February, 2004 to October, 2005

- Located and contacted potential clients in order to offer advertising services.
- Identified new advertising markets, and proposed products to serve them.
- Prepared and delivered sales presentations to new and existing customers in order to sell new advertising programs, and to protect and increase existing advertising.
- Recommended appropriate sizes and formats for advertising, depending on medium being used.
- Delivered advertising and illustration proofs to customers for approval.
- Drew up contracts for advertising work, and collected payments due.
- Maintained assigned account bases while developing new accounts.
- Prepared promotional plans, sales literature, media kits, and sales contracts, using computer.
- Provided clients with estimates of the costs of advertising products and services.
- Attended sales meetings, industry trade shows, and training seminars in order to gather information, promote products, expand network of contacts, and increase knowledge.
- Responded to written and telephone requests.
- Processed all correspondence and paperwork related to accounts.

**Lake Country Publications**

**Hartland, WI**

*Front Office, Receptionist, Paste Up Artist*

November, 2001 to February, 2004

- Transmitted information and documents to customers, using computer, mail and facsimile machine.
- Filed and maintained records.
- Heard and resolved complaints from customers and public.
- Operated telephone switchboard to answer, screen and forward calls, providing information, taking messages and scheduling appointments.
- Received payment and recorded receipts for services.
- Greeted persons entering establishment, determined nature and purpose of visit and directed and escorted them to specific destinations.
- Conducted tours and delivered talks describing features of facility.
- Spearheaded employee blood drives, holiday, and fundraising events.
- Performed administrative support tasks such as proofreading, transcribing handwritten information and operating calculators and computers to work with pay records, invoices, balance sheets and other documents.
- Collected, sorted, distributed and prepared mail, messages and courier deliveries.
- Performed duties such as taking care of plants and straightening magazines to maintain lobby and reception area.

**Education**

**Waukesha Area Technical College**

**Pewaukee, WI**

*Meeting and Event Management Certificate*

2004

**Alverno Weekend College**

**Milwaukee, WI**

*Communication, Technology, and Management  
Business Degree*

in progress, expected completion 2012

**Community**

Secretary, Wisconsin Billiard Congress of America

Former PR & Marketing Chairperson, Wisconsin State Parent/Teacher Association

**References:** Available upon request