

Marketing Evangelist ~ Brand Builder ~ Communications Catalyst Business Development Wizard ~ Innovative ~ Visionary

PROFESSIONAL SUMMARY

- Efficient time manager; successfully multi-task in a dynamic environment with shifting priorities.
- Proficient with Windows and Mac computers and applications including: MS Office: Word, Excel, Outlook, and PowerPoint; web development, HTML, Search Engine Optimization (SEO), Adobe CS, Email communications
- Established successful brand partnerships with local businesses, community groups, and organizations.
- Experienced with “research and connect” brand events to leverage relationships and hosted informative events to educate stakeholders. Produce media to reduce and reverse brand aversion.
- Experienced in creating strong networks that foster nonprofit and for profit collaborative opportunities.
- Team builder; experienced building and managing cross functional teams including technical, product and design teams, to meet organizational, marketing and sales goals.
- Strong verbal and written communications skills, articulate speaker, clear and concise writer, prepare and deliver effective presentations, high quality documents and reports. Experienced technical writer.
- Worked with the South Korean Government in the field of education and globalization.
- Proven track record in creative and imaginative approaches to marketing and business development.
- Well versed in the development and management of marketing strategies. Experienced in identifying new markets, managing market databases, and innovative and inventive marketing concepts.
- Develop and implement successful marketing and branding campaigns. Experienced in communicating and coordinating various branding programs, departments and values.
- Skilled in managing community awareness events from conception to completion.
- Superior performer; continually sustain a high level of performance; encourage and enable high performance by teammates; bring excellence to the workplace every day.
- Analytical problem solver; punctilious thinker; “Like a stem cell, plug me in and good things happen.”
- Excellent interpersonal skills; quickly establish rapport with individuals of all management levels and varied cultural backgrounds, personalities, and temperaments; handle challenging individuals professionally.
- Skilled trainer with curriculum development and benchmarking for success.

EXPERIENCE

Vo’s Restaurant, Customer Success Consultant, Oakland, CA

May 2009 - Present

Provide staff with guidelines for creating a winning dining experience, resulting in an immediate result in online ratings improvement and customer expressions of happiness with their dining experience.

- Revised and implemented staff policy, community outreach, Web 2.0 communications
- Local promotions, Radio Advertising,
- Menu improvements, Human Resources, Hiring, Training

Mr. Plastics, Plastic Works Division, San Leandro, CA

Oct 2005 – Dec 2008

Sales / Marketing Manager

Originally hired as sales manager. Built a new team, trained sales reps and the sales support team.

- Directed the design and roll out of the new website, <http://mr-plastics.com/>.
- Transitioned acquired company, PlasticWorks, into the Mr. Plastics organization. Re-branded the acquired product line, increased sales volume, increased profit, and preserved the acquired customer base.
- Managed 21 trade shows in the past 3 years. • Managed IT, quality control.
- Increased the company stature within the industry, and found new clients around the globe.
- Managed international trade and investment in Australia, England, Italy, Germany, Canada and Mexico; established the Germany business; grew the Italian business from \$25k per year and achieved \$100k in the first year.
- Initiated revenue stream analysis resulting in a viable and profitable marketing campaign by determining profitable revenue streams and initiatives to capture and retain customers.
- Increased revenue 25% over a 3 year period to \$1.75M for 2008, best year ever for the company.
- Managed multiple projects from concept through design and production; procured project resources.

Public Affairs Liaison, State Board of Equalization, San Francisco, CA**Apr 2005 – Aug 2005**

Developed a statewide media database for a State Board member to release information. Provided event coverage for board member. Temporary appointment to a short-term contract.

- Maintained media relations and created press releases, resolutions and articles.
- Established community relations by working with local businesses, nonprofits and civic leaders.

Business Development Director, Precision Graphics, San Leandro, CA**Oct 2003 – Apr 2005**

Identified and generated new revenue streams while building and maintaining a strong client base through marketing, client relations, and strategic partnerships.

- Company's first business development manager. Directed the company's first website.
- Converted the existing family business structure to a corporate structure.
- Sold marketing capability in addition to printing service, redefined mission to enhance profitability by developing content,

Business Development Director, Dimensional Alternatives, San Leandro, CA**Oct 2001 – Present**

Company Founder; create, cultivate and promote emerging artists in the corporate market place.

Marketing Director, Tri Printing, Inc., San Leandro, CA**Jan 2001 – Apr 2003**

Provided creative management to internal and external designers on corporate projects from concept to completion.

Managed the company's outreach and branding efforts.

Freelance Copy Writer, Apple Corporation, Cupertino, CA**2002**

Short term contract position. Developed technical manuals on marketing, sales, and product display for distributors of Apple products while maintaining corporate identity guidelines.

Fine Art Consultant, Lahaina Galleries, Inc., San Francisco, CA & Maui, HI**Feb 1998 – Jan 2001**

Maintained and developed client database through direct mailers, telemarketing, and national road shows.

- Developed an in-depth understanding of contemporary modern artists in order to assist art collectors with the acquisition of modern works of art.

English as a Second Language Professor, Government of South Korea**Jul 1994 – Jan 1998**

Worked in various capacities to improve, cultivate, and create conduits for communication for the Korean Government's globalization initiative by teaching conversational English at major Korean corporations, governmental entities, and institutions of higher learning.

EDUCATION

BA, Liberal Arts, Pacific Union College, California	1994
Minor, Cross- Cultural Communication, Pacific Union College, California	1994
Continuing Education – Stanford University	2010

AWARDS

"Accommodation", Veterans of Foreign Wars and Ladies Auxiliary	2005
"Leadership Alum of the Year", Leadership San Leandro - Chamber of Commerce	2004
"Ambassador of the Year", San Leandro Chamber of Commerce	2003
"Rookie of the Year", San Leandro Chamber of Commerce	2001
"Humanitarian Medal", US Navy	1984

VOLUNTEER TRAINING AND EXPERIENCE

Committee Member, San Francisco Vietnam Sister City Committee	2010
Executive Board Member, Board Member, San Leandro Boys and Girls Club	2003 – Current
Chair, Steering Committee Member, San Leandro Leadership Program	2003 – Current
Advisory Committee, Pacific Gas & Electric	2004 – Current
Advisory Committee, San Leandro Links, Business Improvement District	2008
Development Committee Member, SL Senior Services Foundation	2004 – 2007
Vice President of Marketing, Friends of Lafayette Park, San Francisco	2004 – 2005
Steering Committee, Blue/Greenway-Neighborhood Parks Council, S.F.	2004 – 2005
Board Member, Committee Chair, San Leandro Chamber of Commerce	2002 – 2005
Chair, San Leandro Chamber of Commerce Ambassadors	2002 – 2004
Policy Member, San Leandro Arts Resolution Council	2003 – 2006
Graduate of Leadership San Leandro, San Leandro Chamber of Commerce	2002
Co-Chair, Honorary Governmental Affairs Dinner Com. - Human Rights Campaign	2002 – 2008
President, Both Sides Now, Inc. Maui, Hawaii	1999 – 2000