

executive summary

Kim Schlossberg Designs is a full-service marketing and design firm with a reputation for consistent high quality, attention to detail and attentive service. We are well-positioned to help you understand and meet your requirements for marketing communications. We understand that attractive, well-designed documents are important, and would be happy to show you our portfolio. With strong marketing and communications backgrounds, we understand the purpose of the documents is not just to be beautiful, but also to communicate an important message. We can work with you to refine the message and create a system to deliver it so that it will be best received by the intended audience. In addition, we understand the importance of timing of any communication, and our processes and staffing are designed to provide the continuing communication and fast turn-around that you require.

The Kim Schlossberg Designs team includes several associates who work together regularly as a “virtual team.” Our team includes several graphic designers/illustrators, marketing strategy professionals and writers/editors/proofreaders, and an English/Spanish translator/proofreader, to ensure that we will always have sufficient staffing to meet our agreed-upon deadlines.

As a marketing professional at Arthur Andersen, most recently serving as manager of the ten-person proposal and graphic design team, Kim Schlossberg has significant experience managing graphic designers and writers, and leading teams of creative people to successful results, within our clients’ often short timeframes. To ensure consistently high quality, Kim will review and proofread all work performed by other team members, and another professional will review and proofread all of Kim’s work before submission to you.

Our systems and procedures are designed to enable us to successfully complete complex projects, on time and on budget, ever mindful of the clients’ goals and objectives and the audience’s perception of our clients’ messages. Our project briefing form (see example on page 3 of this document) helps us compile all necessary information to insure the success of every project, and simplifies and encourages communication and cooperation between team members, clients and vendors.

Kim Schlossberg Designs is committed to providing excellent service and responsiveness to each and every client. We will provide several contact numbers to ensure that we will respond to your requests promptly — usually within a matter of hours, but always within 24 hours.



qualifications and experience

Kim Schlossberg and the other graphic designers on the team are well qualified and experienced in designing and producing flyers, brochures, educational materials, invitations, programs and advertisements. The owner, Kim Schlossberg, has more than ten years experience with this type of work, and all other designers on the team have at least five years experience.

The Kim Schlossberg Designs team is proficient and experienced in working with clients to understand the needs of their intended audience, and to craft a message and design that will best appeal to the needs of the audience. We will use our project management skills and Project Brief form (see sample on page 4) to organize the complex requirements of each project to ensure a successful outcome.

Kim Schlossberg Designs has very strong writing, proofreading and marketing communications skills to bring to bear on this project. In addition, the team includes a bilingual translator who is also available for proofreading Spanish versions of documents before they go to press.

Please see the resumes of all team members at the end of this proposal. We will be happy to present portfolio pieces for examples of design and production work. In addition, please visit our website at www.kimmarla.com for additional samples of design and writing work.

references

Client name	Representative	Phone
Atlantic Turbines Inc.	Joe Kolo	817.416.7926
Frankojazz and Challenge Incentives	Sandy Bassett	972.234.2966
Arthur Andersen and Experio Solutions	Calvin E. Webb II	214.665.3543
Arthur Andersen and Experio Solutions	David Eisenlohr	214.577.6525
David Hanschen for Judge campaign	David Hanschen	214.696.9696
Walter Wm. Hofheinz for Congress campaign	Walter Wm. Hofheinz	214.363.2400
Blue Skies Alliance	Katy Hubener	972.296.9100

project brief



1714 macmanus drive
dallas, texas 75228
phone 214.320.9138
fax 214.320.9138
cell 214.536.3038
e-mail kim@kimmarla.com

Client information

Client _____ Project _____
Contact _____ Phone _____
Fax _____ E-mail _____
Alt. contact _____ Phone _____
Fax _____ E-mail _____

Project details

Final due date _____ Due to printer _____
Size _____ Colors _____
Pages _____ Sides printed _____ Quantity _____
Languages _____ Versions _____
Printer _____ Phone _____
Alt. printer _____ Phone _____
File formats _____
Designer _____ Writer _____
Proofreader _____ Translator _____
Design estimate _____ Expenses _____

Design concept

Goal _____
Message _____

Medium _____
Audience _____
Distribution method _____
Related to _____
Text _____ Complete? _____
Artwork _____ Complete? _____
Artwork _____ Complete? _____
Artwork _____ Complete? _____

Archive details

Files _____ Location _____
Files _____ Location _____
Files _____ Location _____

Approval

Client representative _____ Kim Schlossberg _____

client service team

The Kim Schlossberg Designs team is comprised of a variety of experienced professionals with all the skills, talents and experience to successfully help you with marketing, design and production of websites and marketing communications materials. Detailed resumes for each person follow.

Kim Schlossberg

Professional Experience

Kim Schlossberg Designs

Owner, designer, writer full-time May 2002 – present;
part-time May 2000 – May 2002

Owner of full-service design and marketing firm, focusing on graphic design, writing and editing, marketing consultation, website design and interior design for businesses in a variety of industries, political candidates and individuals. Services range from assisting clients with message development and media selection, through design and writing, to overseeing print production.

Arthur Andersen LLP

Regional Marketing Manager 1992 – May 2002

Regional marketing for a \$300 million practice (North Texas, Colorado and Oklahoma) of an international professional services firm. Internal clients included audit, tax and consulting partners and managers serving all industries.

Managed, hired and trained proposal and graphics staff of up to ten people. Implemented changes in staffing and department operations that improved morale and eliminated employee turnover. Developed department policies and procedures to improve workflow and quality.

Focused on crafting selling messages consistent with the firm's positioning and the targets' stated and unstated needs. Managed the team that wrote, edited, designed and produced proposals. Team's work products included proposals, oral presentations, presentation boards and other marketing collateral materials. Worked with professionals at all levels, and continuously exceeded their expectations by producing top quality work within extremely limited timeframes.

In addition to the primary responsibility of managing the proposal function, special projects included:

- Managed Andersen's brand launch for the region, which included internal events, collateral distribution and communications.
- Developed proposal best practices with firmwide Opportunity Management "virtual team."
- Defined marketing competencies for the proposal function with firmwide Global Competency Initiative "virtual team."
- Coordinated content and production for firmwide website for all local office sites worldwide.

Technical Skills

- Adobe InDesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe PageMaker
- Lotus Notes
- Macromedia Freehand
- Macromedia Dreamweaver
- Macromedia Fireworks
- Microsoft Office (PowerPoint, Word, Excel)
- Website design and usability
- Print design and production
- Logo design and corporate branding
- Copywriting



Kim Schlossberg

page 2

- Designed and developed content for DFW office web pages, and served as local office webmaster.
- Facilitated small group brainstorming sessions for Dallas Public School teachers.
- Edited brochures, advertisements and press releases.
- Designed and maintained marketing department's Lotus Notes databases to track project activity, expenses and calculate contributions to sales.

Graphic and Interior Design

Kim Schlossberg Designs	1984 – 1990
Rushman Window Covering	1986 – 1988
Haven Interior Designs	1982 – 1984

- Interior design services included space planning, furniture and finish specification, and purchasing materials and labor within budget guidelines. Responsible for all phases of the sales process, including needs analysis, recommending solutions, and closing the sale. Advised clients on style, pattern and color selections. Specified design details for custom workrooms and supervised installations.
- Designed and produced brochures, newsletters, flyers and other printed materials for small businesses, organizations and individuals.
- Sales, marketing, budgeting, accounting and all other tasks required in running a business.

Education

Drake University

- Bachelor of Fine Arts, Major: Interior Design

University of Texas

- Graduate work in Marketing and Architecture at University of Texas at Arlington and at Dallas

University of Copenhagen, Denmark

- Summer Semester, Interior Design and Architecture

Several workshops and seminars on sales, customer service, writing, marketing, public speaking, lighting design and a variety of technical topics.

Joel Peter Antonini

Professional Experience

Marketforce Consulting, Plano, TX

Marketing Intern Summer 2003

- Worked in conjunction with the Richards Group to craft a brand strategy and image statement to bring cohesive feel and voice to marketing communications
- Researched firm capabilities and competition to recommend enhanced service strategies
- Produced new website and content management system to communicate with customers and contractors

Rigzone.com, Houston, TX

Marketing and E-Commerce Manager 2000-Present

- Developed strategy and business plan leading Rigzone to become the most highly trafficked oil & gas website
- Led successful development of e-commerce arm of Rigzone; managed e-commerce sales and service team
- Created marketing materials and developed awareness of Rigzone businesses through print, online, direct mail, and trade show venues; increased website traffic tenfold in 3 years with threefold increase in revenues
- Initiated programs to sell Rigzone products and services in cooperation with leading industry publications
- Managed client relationships on several interactive consulting engagements to cross-sell Rigzone services

Ultrak, Lewisville, TX

Internet Editor 1999-2000

- Consulted with CEO and VP of Consumer Products to develop business strategy and business plan for consumer/small business e-commerce division, SecurityandMore; conceived division brand and image
- Trained and interfaced with phone sales and support group relating to e-commerce and phone sales
- Played lead role in defining and hiring for key positions in marketing, product procurement, and IT
- Managed development of SecurityandMore website from initial designs to complete "live" e-commerce site

Technical Skills

Computer Skills

- Web development - HTML, active server pages (ASP), style sheets
- Web content management (Access Database)
- Web layout and architecture
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Macromedia Freehand
- Microsoft Office

Business Skills

- Business plan development/business strategy
- Marketing research and analysis
- Brand analysis/development
- Marketing communications (PR, events, advertising)

Joel Peter Antonini

page 2

iXL, Charlotte, NC

Digital Communications Architect 1998-1999

- Designed information architecture blueprints for major corporate clients including First Union Bank, Mitsubishi Motors, Michelin, Canteen Vending Services, and others; these blueprints were used by programmers and graphic artists to create completed websites, kiosk systems, identity videos, and marketing materials
- Led, with account managers, client meetings to gather requirements, set expectations, and develop creative business solutions and “art” direction; led requirements gathering to develop design documents

Education

Southern Methodist University, Dallas, Tx

Cox School of Business

Master of Business Administration Candidate, May 2004

- Summerfield Roberts Scholarship, NCH Scholarship, Pillowtex Scholarship; GMAT: 740/800, 98th percentile
- Concentrations: Marketing and Finance

Bachelor of Business Administration, December 1997

- Major: Marketing, Minor: Economics
- Jean Pipsaire Griffith Marketing Scholar; Magna Cum Laude, GPA: 3.8/4.0

Activities

- AudioVideo101.com: developed popular consumer electronics “portal” website receiving 65,000+ monthly visitors; developed programming, graphic design, and content; generate revenues via advertising sales
- Cox Intranet Redevelopment Committee: one of handful of students to lead redesign of Cox online presence
- BBA Leadership Institute: selected to “teach” Cox BBA students important business communication skills

Kendall M. Brown

Business professional with broad experience in strategic planning, marketing management, brand management, and research and analysis gained in both Fortune 500 and emerging companies.

Professional Experience

KMMB Consulting

Owner, marketing consultant 2003-Present

- Developing and implementing a plan to completely redesign a financial services company intranet. This project involves: the selection and implementation of a new content management, search engine, and personalization tool; development of new creative design; reorganization of the information and navigation; usability testing; and creation of training materials for both the end-user and the content owners.
- Working with a number of small businesses to develop corporate messaging and establish brand awareness through focused marketing initiatives.

Delinea Corporation

Vice President of Marketing 2000-2003

- Developed business cases with “go/no go” recommendations for utility, energy trading, and petroleum marketing business units within the organization. These business cases were presented to our board of directors and resulted in Delinea narrowing its focus and sales efforts to the utility industry.
- Responsible for developing and establishing the Delinea brand including: selection of the name, development of corporate identity, establishing creative standards, and creation of collateral materials, Web sites, and corporate templates.
- Developed the product launch strategy and marketing plan for the Octane+ product. This included everything from the selection of product name to creation and implementation of the marketing plan.
- Selected and managed our relationship with the public relations firm, advertising agency, and other contract personnel.
- Conducted numerous research and analysis efforts — service offering viability, market attractiveness, and competitive analysis — using primary and secondary resources. Selected and managed primary research vendors for each effort.

Technical Skills

- Business and marketing plan development
- Strategic planning experience
- Brand development
- Competitive intelligence
- Research and analysis
- Microsoft Office (PowerPoint, Word, Excel)

Kendall M. Brown

page 2

Comercis

Director of Product Marketing 1999-2000

- Responsible for a successful corporate launch at Fall Internet World'99. This included: creation of the messaging for our 4,000 square foot tradeshow booth, development of all product demonstrations, management of all aspects of the launch party, which hosted over 500 Internet executives and representatives from the media, and coordination of all details with strategic partners.
- Developed the first marketing plan for Comercis and its products. In addition to analyzing the market and defining the product, this plan developed marketing programs and initiatives for each vertical market and product offerings.
- Directed the first strategic business planning effort for the organization. This drafted plan served as a catalyst to identify and quantify the market, as well as to better define and refine the products and services marketed by Comercis. This effort resulted in \$3.5 million in funding from the investment community.

Arthur Andersen LLP

Director of Marketing 1997-1999

- Rebuilt the marketing department, which included establishing a vertical industry approach with an emphasis on industry expertise, interviewing and hiring of personnel, and developing processes to support and communicate the new strategic direction.
- Served as a member of the nationwide branding initiative. This involved participating in the development of an entire rebranding campaign that included: print, TV, proposals, direct mail, and internal communications.
- Led the marketing department in providing marketing and communication plans for industry, service-lines, and office initiatives; assistance in targeting new and additional services; and fulfillment of strategies through event, brochure, and direct mail.

Electronic Data Systems (EDS)

Internet & New Media Business Unit (I&NM)

Market Research & Analysis Manager April 1996 – August 1997

- Established and led the market research and analysis group responsible for industry, company and competitive analysis supporting a variety of activities ranging from business development to service development. Developed the group's structure, processes and deliverables along with the allocation of resources.

Kendall M. Brown

page 3

- Produced marketing and business plans for the Internet & New Media Business Unit both in the US and the UK. Recommendations included: I&NM's organizational structure, proposed mix of products & services and sales strategy. These plans were instrumental in obtaining funding for the development and pursuit of Internet activities within EDS.

Energy Strategic Business Unit

Market Analyst

May 1994 - March 1996

- Provided concise company profiles for sales team prior to customer sales calls. Information included business development opportunities, customer weaknesses, in-place competition, market performance, alliances, JVs, acquisitions, etc. This information reduced sales preparation time by 75%.
- Led a project to develop the Oil & Gas Division Intranet site that facilitated global communications for sales, marketing and business development opportunities. It included the following types of information: strategic plans, sales presentations, market analysis and customer announcements.

Cornerstone Alliance, Benton Harbor, MI

Community Development Specialist 1991-1993

- Led a community-wide quality of life enhancement program involving seven initiatives: Arts & Culture, Building Blocks, Education, Harmony, Neighborhood Development, Public Safety and Public Services. Developed and implemented promotional activities including direct mail, radio announcements and advertising to heighten awareness of the initiatives and gain recognition of its activities of the organization.
- Developed, conducted and published an annual tri-county wage and benefit survey. Created an electronic survey that facilitated the completion process and increased participation by 50% in the first year and 30% in the second year.

Education

Texas Christian University

- Masters of Business Administration

Baylor University

- Bachelor of Arts - Communications



Sarah L. Diseker

Writing, Editing, & Design Experience

Eleven years of diverse writing, editing, and design experience:

- Web sites
- Newsletters
- Brochures
- Ad copy
- Reports
- Programs
- Procedure documents
- Proposals
- News releases
- Direct mail
- Presentations
- Invitations
- Résumés
- Software manuals

Technical Skills

- Adobe PageMaker
- Adobe Photoshop
- Adobe Illustrator
- Microsoft Office (PowerPoint, Word, Excel)

Marketing Communications (Marcom) Management Experience

- Two years of experience procuring and managing content for the corporate Internet site
- Four years of experience managing proposal and technical writing projects
- Four years of experience managing client and subject matter expert (SME) relationships
- Four years of experience writing Marcom collateral for internal and external audiences
- Established design standards and wrote the corporate style guide for Delinea Corporation
- Managed out-sourced relationships including designers, trade show vendors, and printers
- Managed virtual web development team for launch of the Delinea Corporation web site
- Co-managed corporate visual identity process
- Assisted in establishing a marketing plan and budget — have an understanding of what both should encompass

Sarah L. Diseker

page 2

Employers

Kim Schlossberg Designs

Associate 2002 – Present

Writing, editing, proofreading and graphic design.

Delinea Corporation, Addison

Deliverables & Content Manager June 2000 – April 2002

Arthur Andersen LLP, Dallas

Sr. Proposal Writer March 1999 – June 2000

Sterling Commerce, Irving

Technical Writing Intern November 1998 – March 1999

Chase Bank of Texas, Dallas

Research Representative March 1996 – November 1998

Neiman Marcus Direct, Irving

Sales Coordinator August 1995 – March 1996

University of Texas, Arlington

Student Intern for the News Service

Kensee L. Flores

Professional Experience

Kim Schlossberg Designs

Associate 2002 – Present

Graphic design, fine art and website design.

Freelance

Graphic Designer and Fine Artist 2002 – Present

Kensee is an artist with over seven years experience in fine art and graphic design. A true Artist, Kensee's paintings are where her heart lies. She is also very skilled in web design and graphic design.

Arthur Andersen LLP, Marketing

Senior Designer 2000 – 2002

Madison Capital Management, Contract

Freelance Graphic Design 2001 – Present

Garland Independent School District, Department of Print Services

Graphic Design 1996 – 2000

Education

The Art Institute of Dallas

Applied Arts in
Visual Communication June 1996

Tarrant County Junior College – Hurst, Texas

Art Scholarship / Art Major 1988 – 1990

Achievements

- Merit Scholarship Winner – Art Institute of Dallas, 1995
- Honor Roll – Art Institute of Dallas, 1995
- Birdville Secondary Art Show Portfolio and Scholarship Winner, 1987

Skills

Computer skills include

- Macromedia Dreamweaver
- Macromedia Flash
- QuarkXPress
- Adobe PageMaker
- Adobe Illustrator
- Adobe Photoshop
- PC (primary) and Mac platform

Extensive additional background in illustration and fine arts.



Iliana Pérez-Zeyda

page 2

Point Communications

Bilingual Media Specialist Dallas, TX Feb. – May 1993

Generated statewide interest among the Hispanic media in an educational campaign geared to educate employers and prospective employees of regulations regarding hiring practices. This was accomplished by sending news releases, backgrounders, fact sheets and further information in English as well as Spanish. In a period of two months, a minimum of three interviews per each target city were booked with television, radio and newspaper.

Hopkins & Associates, Inc.,

Account Coordinator Dallas, TX Jan. 1991–Dec. 1992

Assisted in planning, executing and evaluating public relations programs for McDonald's. Activities performed included media relations, product and service publicity, budgeting, special event coordination, meeting planning, writing, English to Spanish translations for clients such as Rosewood Hotels, McDonald's, and Anheuser-Busch of news releases, benefits renewal forms and backgrounders.

Education

The University of Texas at Austin, Bachelor of Journalism, Public Relations, December 1990.

Denise A. Seibert

Professional Experience

Kim Schlossberg Designs

Associate 2002 – Present

Graphic design and illustration.

The Thomas Agency

Graphic Designer 2002 – Present

Responsible for timely completion of multiple projects with varying deadlines. After meeting with the client and learning their needs, target audience and budget constraints, design the project, including all collateral art work. Major clients include TGI Friday's, Ghirardelli Chocolates and Furr's Restaurant Group.

Arthur Andersen, Dallas, TX

Graphic Designer 2000 – 2002

Timely completion of multiple projects with varying deadlines, assessment of budget constraints, vendor agreements and payments, and event planning and photography.

Louisiana Public Broadcasting (LPB) Baton Rouge, LA

Graphic Designer 1999 – 2000

Primary responsibilities involved the layout of the monthly TV publication, *Visions* (a station version of *TV Guide*), design work included newspaper ads, TV commercials, local and national show premiums and assorted newsletters. Followed LPB branding guidelines for all printed materials.

Union Program Department Baton Rouge, LA

Graphic Designer 1997 – 1999

Responsible for the timely completion of multiple projects with varying deadlines. After meeting with client and learning their needs, target audience and budget constraints, designed the project, including all collateral art work. Involvement ran from the initial design and layout, delivering all artwork to the printer, reviewing blue lines, to the final delivery of the product back to client.

Skills

Computer skills include

- QuarkXPress
- Adobe PageMaker
- Adobe Illustrator
- Adobe Photoshop
- Macromedia Freehand
- Ofoto
- PC and Mac platforms



Denise A. Seibert

page 2

Education

Louisiana State University Baton Rouge, LA

Bachelors of Fine Art, concentration in Graphic Design 1995 – 2000

Awards

- Semifinalist for the International Library of Photography photographic contest (judging to be held in Summer 2002, book to be released in Fall 2002)
- 1st Place for Arthur Andersen t-shirt design for the Corporate Run in Dallas
- 2000 Advertising Federation of Greater Baton Rouge, Addy Gold Award for Corporate Identity of The LSU Hurricane Center
- 1st Place in ACUI Region 12 Award – Past Publicity For Razz-A-Ma-Tazz
- Exhibition at Louisiana State University Foster Hall, Senior Show Extravaganza

Craig Snyder

Professional Experience

Kim Schlossberg Designs

Associate 2002 – Present

Graphic design and illustration.

Professional artist

Artist 1990 – 2002

- Self-employed since 1995

Education

- Bachelor of Fine Art in Painting/Drawing from University of North Texas (UNT), Denton, Texas

Exhibits and Awards

- 2001 Patron of the Arts Exhibit. Family-owned gallery, four-artist show
- 2000 Starbucks Restaurant, solo show. Dallas
- 1997 – 2000 Dallas Visual Art Center member/exhibitor annually
- 1995 Good/Bad Art Collective, group show. Denton
- 1995 Senior art exhibition. UNT
- 1993 – 1995 Honorable Mention. Voertman's Annual Exhibition. UNT
- 1991 Juror's Choice 1st Place. Temple Community College
- 1990 Juror's Choice 1st Place. McLennon Community College

Michele Snyder

Professional Experience

Kim Schlossberg Designs

Associate 2002 – Present

Graphic design, illustration, technical and creative writing, and project management.

SkinCeuticals, Inc.

Marketing Manager December 2001 – Present

- Assist with all aspects of branding and corporate identity
- Charged with developing new system of sales and marketing tools
- Supervise product-packaging design and monitor inventory
- Assist in focus group planning and execution
- Develop client surveys and gather market research to assist with marketing strategy
- Work with marketing team and sales reps to develop quarterly sales promotions

Centerprise Information Solutions

National Marketing Manager August 2000 – August 2001

- Generated 200 leads a month for financial and customer relationship management (CRM) product lines by researching market opportunities and implementing marketing plan based on research results
 - Implemented direct mail campaigns and tracked leads through internal CRM database
 - Organized and coordinated events and seminars for existing client base and prospects
 - Developed electronic newsletters for each product line and distributed to existing clients
 - Managed telemarketer, vendor, and strategic partner relationships
- Created strategic messages and communicated to the public through media placement
 - Identified press opportunities and pitched stories to financial and high tech media
 - Wrote press releases, media alerts and speeches
 - Assisted with brand launch and promoted new image to internal and external audiences
 - Managed website content
- Planned National Growth and Leadership Conference in Connecticut for seven partner firms
 - Responsible for overall theme, location selection, speaker selection, travel and all event logistics
 - Developed content and strategy ensuring content complied with national standards for CPE credit
 - Created sponsorship opportunities to generate revenue and managed sponsorship process
 - Produced conference video and all marketing collateral
- Organized two regional annual end-user conferences
- Managed graphics team and product line coordinator
- Helped vice president of marketing develop and manage \$1,000,000 annual marketing budget

Technical Skills

- Microsoft Office (Word, Excel and PowerPoint)
- Adobe PageMaker
- QuarkXPress
- Macromedia Freehand
- Adobe Photoshop
- Macromedia Flash
- Lotus Notes
- Microsoft Access
- Microsoft Project

Michele Snyder

page 2

Arthur Andersen

Public Relations Senior

January 1998 – August 2000

- Consulted with local leaders to assess market opportunities, determine strengths and weaknesses, develop marketing and advertising messages and communicate messages effectively to the public
- Planned strategic events focused on identifying and pursuing sales leads
- Developed internal training and fund-raising events including logistics, collateral, communication methods, speaker set-up and follow-up surveys
- Managed event, media and advertising budget

Marketing Staff, Graphic Designer

- Designed innovative marketing collateral and ensured integrity of branding standards and practices
- Produced promotional videos and multi-media presentations
- Assisted with all internal communication through effective conceptualization and design
- Managed print, promotional and pre-press vendor relationships

Tecnol, Inc.

Marketing Communications Coordinator

November 1995 – December 1997

- Planned annual national sales meeting in Curacao including logistics, breakout sessions, overall theme, video production, support materials and team-building activities
- Gathered market research and assisted product managers with marketing strategy
- Assisted product managers with developing monthly, quarterly and annual sales promotions
- Developed marketing collateral, display materials for trade shows and events and mailers
- Helped produce and monitor product packaging and developed planograms for retail merchandising
- Wrote copy for press releases, catalogs, brochures, package inserts, ads, promotions and newsletters

Education

Baylor University

Bachelor of Arts, Journalism/Speech

August 1994

Additional Activities

- Race for the Cure coordinator for Centerprise Information Solutions
- United Way coordinator for Arthur Andersen
- Habitat for Humanity committee member for Arthur Andersen
- March of Dimes committee member for Dallas accounting firms
- Attitudes and Attire Annual Fundraising Event committee member
- Reporter and copy editor for Baylor newspaper, *The Lariat*