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SUMMARY OF QUALIFICATIONS

Honest, reliable professional with exceptional interpersonal and communication skills and an extensive background in the following broad-based competencies:

MARKETING/COMMUNICATIONS

- Brand Management
- Marketing Campaigns
- Graphic Design
- Corporate Identity Development
- Advertising Campaigns
- Print Management

CORPORATE

- Business Development
- General Corporate Management
- Database Design & Development

RETAIL

- POS Operation & Management
- E-Commerce Development, Operation & Management
- All aspects of internal and external marketing and advertising
- Identity Development
- IT Support
- Demonstrated ability to create and manage effective brand, corporate identity and marketing programs
- Excellent ability to convert corporate perceptions and desires into workable solutions
- Experience in balancing creativity with corporate practicality, ensuring projects are optimally completed within time frames and budgets
- Diverse computer-based solution experience

PROFESSIONAL EXPERIENCE

Jul 2005 - **Teen Angel**, Retail Store - Chain of Girls' and Women's Clothing Boutiques Delray Beach, Florida

Oct 2006 *Marketing/Information Technology*

- Responsible for all aspects of brand management among five retail stores, e-commerce web site and corporate office. Duties included advertisement creation and management in newspapers, magazines, school/institution newsletters and electronic media, among others; POS, in-store, window and door graphics; web site brand management, including e-mail campaigns.
- Webmaster for POS-based (i-Star) e-commerce web site (www.shopteenangel.com) design, development & management. Responsibilities included site maintenance & updating, product management & photography, order processing & shipping, troubleshooting & marketing/e-mail advertising.
- Responsible for support and management of Point-of-Sale System (Retail Star) both in corporate office (general maintenance, troubleshooting, report generation, etc.) and in stores (maintenance, technical support and training).

Jun 2003 - **Charlies Locker**, Retail Store - Nautical Outfitters Fort Lauderdale, Florida

Jun 2005 *Marketing/Information Technology*

- Responsible for all aspects of Identity refresh and on-going management following store relocation.
- Duties included internal and external brand management and marketing/advertising.
- Responsible for support and management of new Point-of-Sale system including P.O. & Receiving, Inventory, Report Generation.
- Responsible for POS-based e-Commerce web site development and management.

Feb 1997 - **corPersona**, Corporate Identity & Branding Coconut Creek, Florida

Apr 2003 *COO, Creative Director*

- Co-founder and owner of agency specializing in corporate identity and branding. Responsible for both client projects and operation and management of corporation.
- Client responsibilities include all aspects of projects from concept and design through production,



prepress and printing. Projects include name and tag line development, logo and all related collateral, web site design and programming, and advertising and marketing campaigns .

- Clients include Arby's, Tutor Time Childcare Learning Centers, Chris Evert/Raymond James Pro-Celebrity Tennis Classic, Leukemia Society of South Florida, March of Dimes and Rachlin Cohen & Holtz, LLP.
- Operation and management responsibilities include new business development, marketing, database design and development, bookkeeping and technical support.

Oct 1994 - **Thompson Press**, Commercial Printer Miami Lakes, Florida

Feb 1997 *Art Department Manager*

- Responsible for all in-house artwork, including electronic design & production and manual paste-up of artwork; and for set up, management & operation of Scitex-based imagesetter for in-house film output.

Nov 1993 - **Keiser College** Fort Lauderdale, Florida

Jan 1995 *Instructor*

- Taught courses in graphics and computers.

Feb 1992 - **I'aCADami**, CADD and Personal Computer Consulting Santa Monica, California

Aug 1993 *Principal*

- Developed AutoCAD and PC consulting practice.
- Specialized in the installation, set-up and customization of AutoCAD software.
- Projects included custom programming, hardware and software support, employee training and miscellaneous AutoCAD and PC consulting.
- Clients included The Southern California Gas Company, Sony Pictures Entertainment, Paramount Studios, Cohen and Kanwar and The Jerde Partnership.

Fall 1991 - **Santa Monica College** Santa Monica, California

Aug 1993 *Instructor*

- Taught courses in graphics, computers and architecture.

Feb 1989 - **Cohen and Kanwar**, Electrical Contractors Santa Monica, California

Feb 1992 *CADD Manager*

- Duties included management and support of AutoCAD work-stations and general computer support.

Sept 1986 - **Group Arcon** Los Angeles, California

Feb 1989 *CADD Manager/Associate Consultant*

- Duties included management and support of AutoCAD work-stations and general computer support.

EDUCATION

Feb 1979 - **University of Cape Town** Cape Town, South Africa

Nov 1983 *Bachelor of Business Science (4-year degree)* Major - Business Finance; Minor - Marketing.

TECHNICAL EXPERTISE

- Graphics Software: Adobe Suite of Products; Quark Xpress; Corel Suite of Products
- Support Software: Microsoft Suite of Products; Filemaker Pro; Quickbooks
- Programming: HTML; AutoLisp; Visual Basic; C