

**QUALIFICATIONS**

- Motivated and goal-oriented team player with direct knowledge of customer service, schedule management, office operations, sales, event planning and marketing principles
- A self-starter with strong leadership and multi-tasking skills, along with being clerical and administrative savvy
- Thrives in high-pressure environments that are detail oriented and results driven
- Exceptional editing, written and oral communications and organization skills
- Provide innovative approaches to problem solving, strategic vision and tactical implementation

*“\_\_\_\_\_ initiates outcomes without being closely directed and considers what others need to know before they ask. These attributes represent innate leadership capacity and full engagement to our cause.” – Vice President, Communications and Marketing, Exempla Healthcare*

**PROFESSIONAL EXPERIENCE****EPICUREAN CATERING – PALAZZO VERDI AND MANGIA BEVI CAFÉ, GREENWOOD VILLAGE, CO****General Manager/Director of Food and Beverage****April 2009 – August 2009**

- Developed relationships with corporations, non-profits and social clients for new event center and restaurant by prospecting leads and surrounding establishments
- Closed \$200K of business within first 90 days
- Prepared client proposals, conducted presentations and daily site tours and executed RFP's and sales contracts
- Implemented internal team plan to update and maintain company-wide shared files, and standard operating procedures
- Coordinated event details with clients and executed events, while managing daily operations
- Served as liaison to building owner and partner - John Madden Company - and ensured timely distribution of reports
- Led and collaborated with team of up to 30 employees based on size and nature of special events

**CONTINUUM PARTNERS, LLC – BELMAR CENTER, LAKEWOOD, CO****Sales Executive****June 2007 – April 2009****Director of Business Operations****June 2005 – June 2007**

- As lead sales executive, consistently exceeded quarterly sales goals by 20% through proactive engagement and persistent follow-up
- Annual increase of 60% in client base by targeting 25 client calls and 5 client visits per week
- Reviewed and responded to client post-event evaluations; consistently received excellent customer service ratings
- Maintained \$2.5M annual budget while leading team of 15 employees
- Created and managed all advertising and promotions in accordance to developed marketing plan
- Tracked and forecasted all sales and commissionable revenues including operational costs
- Shared responsibility for all aspects of opening new event facility in 2005, including strategic sales and marketing plan, event coordination and management, and facility maintenance and daily operations
- Prepared operational budget and new coding system for event and operational expenses and revenue

**EXEMPLA SAINT JOSEPH HOSPITAL – DENVER, CO****Corporate Communications Specialist****August 2004 – June 2005**

- Partnered with CEO, senior leadership team, physicians, and nurses, through direct one-on-one meetings
- Managed and coordinated numerous special events including, employee and physician related forums, and community events
- Developed, wrote and managed a variety of projects, including brochures, folders, posters and other collateral materials for many customers in accordance to Exempla's strategic plan
- Supervised 10 external personnel support and volunteers
- Directed activities and collaborated with several cross departmental teams in the grand opening of Exempla's third medical center in Lafayette, CO, joining two of the most respected hospitals in the state
- Coordinated and executed award ceremony and celebration for physicians honored in *5280 Magazine's 2004 Top Doctors*

**BONFILS BLOOD CENTER – DENVER, CO****Event Planner August 2003 – August 2004****Community Outreach Liaison****January 2001 – August 2003****Community Outreach Assistant August 2000 – January 2001**

- As a team member, managed and executed company-wide and high profile community special events; including Denver Broncos *Drive For Life*, a blood drive with over 1,500 attendees, and *Community Lifelines*, a blood recipient/donor reunion generating local media exposure
- Coordinated schedules and assignments for team of 6 employees
- Assisted with state-wide high school marketing program, significantly increasing young adult blood donations
- Wrote and edited copy for marketing materials, including community newsletters and special event collateral
- Collectively developed, designed and maintained company's public website and employee intranet
- Organized and facilitated multiple educational presentations and public tours monthly for various audiences

**EDUCATION**

University of Colorado at Boulder, 1999

Bachelor of Arts in Communication

**COMPUTER SKILLS**

MS Word, Outlook, Excel, Power Point, Event Management Software (EMS), Delphi Revenue Management Software, Point of Sale Software (POS) and Synergy Catering Software

**COMMUNITY INVOLVEMENT**

- Autism Society of Colorado Volunteer June 2008 - Present
- Co-Chair for Junior League of Denver Kids Connect Program August 2001 – 2006
- 2005 U.S. Women's Open Golf Tournament Volunteer March 2005
- Health Edco Consultant: Blood Cells Learning Model April 2004
- Bonfils Blood Center Employee of the Month March 2003
- Habitat for Humanity Volunteer June 2000 – 2003

# NAME

Email | @Name4Twitter | [LinkedIn Address](#) | Phone

## SUMMARY OF QUALIFICATIONS

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Marketing professional with established understanding of improving site usability and online purchasing experiences. Proven record of accomplishments demonstrated through increased responsibilities and management of web support team at *Vail Resorts*. Implemented nine major web projects through analysis of site analytics and facilitation of user testing sessions. Served as a key member on team who earned the award for *Most Integrated Team*, out of the entire marketing and sales organization during FY11, as a result of collaborative and cross-channel project efforts.

## PROFESSIONAL EXPERIENCE

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**VAIL RESORTS, Broomfield, CO** 2007 – Present

***eCommerce & User Experience Coordinator*** (2009 – Present)

- Manage and train three-member team responsible for information architecture, content management, and quality assurance of eight major websites.
- Supervise branding on six mountain websites and analyze performance of 10 product categories responsible for \$20MM in online revenue.
- Direct mobile platform strategy, which includes oversight of content organization and enhancements to 21 mobile websites.
- Execute centralized web support model that provides consistency and efficiency across the company: developed and administered website management training and eCommerce best practices.
- Lead collaborative discussions with eight marketing teams to prioritize goals and create a web development roadmap for the online marketing division.

***Online Marketing Coordinator*** (2008 – 2009)

- Deployed and reviewed content for the launch of five new ski resort websites.
- Managed \$2MM budget, which required forecasting, accruing, and monthly reconciling.
- Produced, directed, and implemented interactive videos for five resorts websites showcasing 60 popular locations across mountain resorts in a unique 360-degree perspective.

***Group Sales Coordinator*** (2007 – 2008)

- Managed product branding and sales content on website intended for prospective clients.
- Coordinated ski club/council events and educated clients on five ski resorts.
- Monitored finances through procurement system and assisted with management of \$1MM budget.

***Online Marketing Intern*** (2007)

- Analyzed ROI of online media campaigns and created weekly reports distributed to six marketing teams.
- Researched and analyzed competitors' websites and online advertising campaigns.

**RRC ASSOCIATES, Boulder, CO** Spring 2007

***Market Research Intern***

- Analyzed and reported on data from customer satisfaction surveys using SPSS.

**DAHLSTROM SEMINARS, Golden, CO** Summer 2006

***Sales and Marketing Intern***

- Supported development of three educational sales tools to grow the brand of independent sales consultant.

## EDUCATION

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UNIVERSITY OF COLORADO, Boulder, Colorado 2003 – 2007

***Bachelor of Arts, Sociology***

Major GPA: 3.65

UNIVERSITY OF OTAGO, Dunedin, New Zealand

***Study Abroad***

Fall 2005

# First Last, MBA

*flast@gmail.com | Denver, CO | 303-555-5555 m | 303-555-5555 h*

Versatile, accomplished **Operations Manager | Business Consultant** with MBA and diverse experiences seeking opportunity to leverage skills in **project management, contract management, business development and sales.**

- **Broad skills in all facets of operations**, including project management, finance and accounting, sales and marketing, human resources, purchasing and inventory control.
- **Strengths in small business consulting**, preparing closely held business operations for sale and supporting new ownership in transitions, leveraging strengths in change management, continuity, and leadership.
- **Engaging, credible, persuasive communicator** with excellent consultative sales skills, policy and procedure writing, business proposal writing, technical documentation and training abilities.
- **Recognized** by executives, clients, and vendors as a positive, productive peak performer who hits the ground running in new environments and achieves key business goals.

## Experience

**Operations | General Manager**, COLORADO MOULDING COMPANY, Englewood, CO 2008 – 2009  
Hired by company President to manage a challenging phase of a 35-year-old regional wholesale distributor of picture frame products. Independently assumed accountability for all facets of operations without training, necessitated by terminal illness of company owner.

- Accountable for P&L performance for a company with \$1.3 million in annual sales revenues. Oversaw functional areas of finance and accounting, sales, marketing, customer service and HR.
- Mentored, motivated, recognized and retained a core staff of 12 employees, maintaining morale and company culture to ensure productivity and business continuity.
- Updated all internal and customer policies; notified customers via web site and direct mail, supervised customer service representatives, warehouse and delivery personnel.
- Managed relationships with suppliers and international import brokers. Analyzed inventory requirements and streamlined inventory investment by 18% in 6 months in a difficult credit market.
- Reduced accounts payable by 70% through improved planning and purchasing processes.
- Oversaw payroll processing by a third-party vendor.
- Reduced accounts receivable by 50%.
- Enhanced marketing efforts via newsletters and web site. Managed client and vendor relations regarding owner's health and ownership transition. Wrote and distributed a press release announcing new ownership.
- Stabilized company financials in preparation for sale of the business.
- Instrumental in sale of the company. Presented company overviews to 20 prospective buyers, 50+ meetings, including site visits after hours, conference calls, and off-site meetings. Generated custom reports for potential buyers. Shared insights into practical operational considerations as well as future potential.
- Supported new owners during a 90-day transition phase to the new owner. Announced sale to staff and eased concerns about continuity.

**Project Manager | Sales** - DASH GROUP INC., Santa Barbara, CA 2007 - 2008

- Coordinated resources for project implementation, customization and service.
- Initiated sales contacts with corporate fleets and smaller carriers in the western U.S.

**Public Involvement Manager** - WILSON & COMPANY, INC. - Denver, CO 2003 – 2006

- Project manager for stakeholder involvement component of National Environmental Policy Act (NEPA) transportation projects. Designed and implemented Public Involvement Plans.
- Wrote, edited, and supervised production of educational and informational materials, including newsletters, website, press releases, and displays for public open houses.
- Coordinated with local, state and federal agencies. Facilitated internal and external planning meetings.

# First Last, MBA

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## Experience

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**Field Education Representative** – PERA, Denver, CO 2001 – 2002

- Presented education seminars for Public Employees' Retirement Association (PERA) members.
- Traveled state-wide addressing groups as large as 200.

**Consultant** - PRINCIPAL FINANCIAL GROUP, Denver, CO 1996 – 2001

- Designed financial strategies for businesses and individuals including executive bonus plans, estate plans, retirement and college financing.
- Maintained client relationships; presented workshops to businesses and community groups.
- Earned early achievement award and commendation certificate.

ECOLOGY & ENVIRONMENT, Denver, CO 1987 – 1995

**Project Manager / Marketing Representative** (1994-1995)

- Cultivated potential clients in federal, state and private industry in a five-state area.
- Supervised preparation of a Community Relations Plan for high profile environmental justice site.
- Coordinated environmental field sampling project for 30-person team on fast track RI/FS.
- Designed and presented management training seminar for 20 technical team managers.
- Earned Certificate of Achievement from U.S. DOE for work in Idaho National Energy Lab EIS.

**Assistant Manager, Technical Assistance Team**, Overland Park, KS & Denver, CO (1987-1993)

- Managed a \$4 million annual budget for a Superfund U.S. EPA emergency response contract.
- Hired, trained, and managed a peak-producing technical team of 20 in field projects.
- Created and presented a community relations training program for 300 new employees.
- Earned letters of commendation for proposal work and project contributions.

## Community Involvement

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VERY SPECIAL ARTS COLORADO/ACCESS GALLERY – Non-profit arts organization 2000 – Present  
**President, Board of Directors** (2002-2004) | **Marketing Strategy Committee** (2000-Present)

CHERRY CREEK ARTS FESTIVAL – Three-day event, 177 venues, 100+ Committee Members 1996 - 2000  
**Production Chairperson**

## Education

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UNIVERSITY OF COLORADO 2007  
**Executive MBA Program** | Study Abroad in China  
Recipient of the Leadership Scholarship and  
the Susan Bunker Scholarship

UNIVERSITY OF MISSOURI-KANSAS CITY 1990  
**Master of Arts, Adult & Continuing Education**

KANSAS STATE UNIVERSITY 1978  
**Bachelor of Science, History & Political Science**

University of Colorado Boulder Career Services

# First Last, MBA

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## SENIOR CONSULTANT: Business Strategy & Operations • Business Analysis

Business strategy, operations and analysis expert with extensive experience and a proven ability to drive superior business performance with innovative process improvements, tools and programs. Identifies opportunities and creates new models that generate revenue, better utilize resources, cut costs and improve client satisfaction. Uses collaborative leadership style to build consensus for organizational change. Leads cross-functional teams. Skillfully manages client relationships. Areas of expertise:

Leadership • Strategy • Data Analysis • Consulting • Business Modeling • Client Relations  
Coaching & Mentoring • Project Management • Training • Staff Motivation • Process Improvement  
Program Development • Technology • Cost Control • Business Analysis • Turnarounds • CRM Systems  
Reengineering • Lean Manufacturing • Offshore Resources • Process Documentation • Engineering

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## PROFESSIONAL EXPERIENCE

### DIONIDE CORPORATION, Denver, Colorado • 2003-Present

B2B software solution company supplying applications to healthcare companies.

**Support Manager (2006-Present):** Lead customer support initiatives, directing cross-functional teams to resolve issues and ensure client satisfaction. Create and implement tools and processes to remedy defects and efficiently handle customer support issues. Ensure that problems are quickly and efficiently resolved. Work directly with clients to address high-profile incidents. Promote excellent customer service within the company, building consensus for client focus and creating programs, strategies and operational models to funnel resources to customer service-related initiatives.

#### Key Accomplishments in Generating Revenue and Cutting Costs:

- Transformed support program from cost center to profit center with a new operations model that shifted focus from designated support resources to flexible resources.
- Designed support package product that generates \$5M annually for services that were previously provided gratis.
- Generated an additional \$50K over 3 years by identifying consulting opportunities during support incident verification process.
- Saved \$100K annually and secured needed resources by developing and implementing a university partner program to provide assistance on labor-intensive projects.
- Oversaw documentation of processes to cut new hire training time from 6 months to 15 days.

#### Key Accomplishments in Customer Support and Process Improvement:

- Slashed defect escalation rate 20% by creating custom tools which facilitated rapid defect verification and remediation.
- Led project to integrate multiple databases to provide real-time customer information which eliminated 15 days per year in labor costs associated with obtaining information.
- Created innovative support incident rating system that is projected to identify 15% more critical customer support incidents sooner.

**Support Engineer (2003-2006):** Provided technical support to ensure customer satisfaction, working directly with clients to resolve issues with applications. Managed key client accounts, forging trust-based relationships to retain and expand business. Rescue at-risk accounts by providing responsive, proactive support. Spearheaded CRM implementation, championing adoption both internally and externally.

**Key Accomplishments:**

- Transformed relationship with at-risk customer, building a productive partnership that led to increased business and client designation as a top 30 revenue-generating account.
- Drove internal and external consensus for new CRM program that now plays a key role in contract negotiations with clients and drives strategic initiatives internally.
- Resolved the highest number of support incidents ever within a year and won Outstanding Employee Award for exceptional performance.

**Voltas Ltd, India • 1998-2001**

Appliance manufacturer with approximately 4K employees.

**Engineer / Analyst:** Played key role in business process reengineering efforts and Lean Manufacturing initiatives, reporting with team to the CEO. Advised General Manager of Production group on manufacturing issues, analyzing processes and making recommendations to improve performance.

**Key Accomplishments:**

- Saved \$50K per year by reengineering business processes according to Lean Manufacturing principles.
- Built credibility with shop floor engineers by working closely with them and demonstrating process improvement expertise.

**EDUCATION & PROFESSIONAL TRAINING**

**Master of Business Administration**

University of Colorado at Boulder, Boulder, Colorado

**Master of Science in Mechanical Engineering**

University of Colorado at Boulder, Boulder, Colorado

**Bachelor of Engineering in Mechanical Engineering**

Government College of Engineering, Delhi, India

**LANGUAGES**

Fluent in English, Spanish and Bengali

**TECHNOLOGY SKILLS**

Excel • Megastats • C++