

PROFILE

- Management professional with 20+ years of experience reflecting achievement in building, expanding, and retaining mutually-beneficial relationships with customers and strategic partners in high-demand settings based on expertise in:
 - Account Management
 - Advertising
 - Business Forecasting
 - Communications
 - Crisis Containment
 - Growth Strategies
 - Imaging & Branding
 - Leadership Development
 - Management
 - Marketing Plans
 - Media Planning
 - Meetings & Events
 - Profitability
 - Public Relations
 - Sales (B2B & Retail)
 - Training & Supervision

RELEVANT EXPERIENCE

Director RETAIL, MERCHANDISING and PRODUCT DEVELOPMENT CENTER, Tallahassee July 2007 — present

- Manage the overall operation of the Center and work closely with Center members, students and faculty
- Network with the retail industry to recruit new members for the Center
- Plan and execute major events for the Center: annual Scholarship Dinner, the Retail Summit and the Retail Focus Panel
- Coordinate the semi-annual Center members meetings
- Organize the publicity for the Center and manage the Center's website.
- Develop and update the Center's strategic plan including the Center's budget

Instructor of Record for:

- CTE 4871 Retail Merchandising Ethics and Leadership-This course prepares the students to handle successfully the ethical and leadership dilemmas they will face in the workplace.
 - Fall Semester 2011 and Spring Semester 2012- 75 students/each, Summer semester-26 students

Retail Sales Manager, TALLAHASSEE DEMOCRAT, Tallahassee 2000 — 2007

- Recruited, based on reputation for excellence in customer service, to shape a newly-established position, providing skilled leadership that grew accounts, turned around a downward sales trend, and achieved revenue goals
- Conduct market research, analyze indicators impacting advertising, and apply knowledge of area demographics to develop forecasts, set realistic individual and unit goals, and compete for commercial advertising dollars
- Collaborate with HR to assess evolving staffing needs to recruit, screen, hire, train, develop, supervise, and retain an energized team that has grown from five employees to 11 sales associates and three assistants
- Promote a customer-focused mindset, serving as a resource to assist sales associates, outside agencies, and other media to develop media plans and advertisement opportunities reflective of the customer's vision
- Conduct independent field visits and accompany sales representatives on calls to existing and prospective accounts to assess customer needs, develop print/online/event solutions, and negotiate mutually-beneficial advertising contracts
- Monitor individual/team performance against defined goals, serving as mentor to inspire and motivate staff through coaching that recognizes excellence and provides support in overcoming obstacles to productivity

District Sales Manager, VICTORIA'S SECRET (A Division of The Limited), Tallahassee 1994 — 2000

- Managed nine shops in the Northwest Florida territory through January of 1999, coordinated the opening of three new stores, and directed operations of eight shops in the Northeast Florida territory from 1999 — 2000:
- Increased sales at two stores that were already regarded as high performers in traffic, volume, and profitability
- Ranked as **#2 District** in the company for sales plan and **#1 in the Company** for mentoring managers (1997)

Manager, UNITED STATES SHOE CORPORATION (A Division of Casual Corner), Tallahassee 1980 — 1994

- Demonstrated exceptional management skill, professional initiative, and a commitment to excellence that earned advancement into a series progressively responsible positions with management and supervisory authority:
- Served as **District Manager** (1986 –1994) overseeing eight stores in Florida, Georgia, and Alabama:
 - Recruited, trained, and led a high-performing team management team, which included personally mentoring a total of six Associate Managers who achieved promotion to Store Manager
 - Awarded corporate recognition as a member of the **National Champions Club** for five consecutive years
- Promoted to **Store Manager** (1981 – 1986) of a high-volume store and increased sales by \$100,000 in one year:
 - Rated as **Top Store Manager** in 50-store region, producing the highest revenues in Personal Sales for three consecutive years and highest revenues in Wardrobe Seminars and Wardrobe Consultations (1984 — 1985)
- Hired as an **Assistant Store Manager** (1980 – 1981) and delivered rapid results that included ranking as Top
- **Producer for Sweater Sales** in the region and **Highest Number of Customer Appointments & Sales** in the store

EDUCATION

FLORIDA STATE UNIVERSITY, Tallahassee, Florida

BACHELOR of SCIENCE, 1978, Major: **Retail Merchandising**

BACHELOR of SCIENCE, 1978, Major: **Education**

PROFESSIONAL DEVELOPMENT

- Enhance knowledge through participation in continuing education programs, such as Zenger Miller Management Training, Franklin Planner Time Management, Seven Habits of Highly Successful People, and workshops on:
 - Coaching
 - Communication
 - Delegation
 - Interviewing & Recruiting
 - Leadership Styles
 - Loss Prevention
 - Meeting Facilitation
 - Presentation Skills

UNIVERSITY SERVICE

- Career Center Advisory Board 2013, 2014
- Retail, Merchandising and Product Development Search Committee member 2012, 2013, 2014
- Retail, Merchandising and Product Development Scholarship Committee Chair 2011, 2012, 2013, 2014
- Faculty Advisor for The Collegiate Merchandising Association, 2008-present
- Faculty Consultant for CLUTCH Student Magazine 2008-present
- College of Human Sciences Scholarship Committee 2008-09
- Textiles and Consumer Sciences Search Committee Chair to find an Assistant in Merchandising and Internship Development, 2008
- Textile and Consumer Sciences Scholarship Committee, 2008

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

- National Retail Federation
- National Retail Federation Foundation
- Council of Administrators of Family and Consumer Sciences
- Florida Retail Federation, *Board member*

COMMUNITY LEADERSHIP

- The Women for Florida State, *Member*
- 10,000 Villages Fair Trade Store, *Former Board member*
- FSU College of Human Sciences Centennial Committee, *Member*
- FSU College of Human Sciences Centennial Laureate Award, *Recipient*
- Northeast Business Association, *Former Member*
- Downtown Merchants Association, *Former Member*
- Southside Business Association, *Former Member*
- Trinity United Methodist Church Preschool, *Former Board Member*
- Chi Omega Fraternity House Corporation, *Former President*