

JANICE LEAVINS
jml95c@yahoo.com

SUMMARY OF QUALIFICATIONS

Marketing and Project Management

- Seven years experience in marketing and project management as well as promotional advertising. Additional strengths in training, writing, scheduling, developing and editing project marketing and management materials; and post-evaluation of all marketing campaigns.
- Established strengths in designing, implementing and utilizing a variety of marketing methods.
- Demonstrated skills in oral and written communications. Proven ability to write and edit wide varieties of event materials, proposals, manuals, descriptions and articles.
- Design, plan, implement and market tradeshow events; manage large-scale projects; streamline work processes; manage employees; and coordinate community development projects, including promotional and fundraising events.
- Developed U.S. Federal and State government leads projects.
- Proficient in Microsoft Programs: Outlook, Word, Excel, Access, PowerPoint, FrontPage, PhotoShop and Publisher. Databases: MS CRM, Avenue, Oracle, Goldmine, Vantive and Absolute Form Processor, MacWorks, Visio, Vertical Response E-Newsletters, Web Ex presentation, Yahoo and Google CPC.

PROFESSIONAL BACKGROUND

Creative Event Marketing

- Designed and created company tradeshow processes. Participated in, initiated and developed marketing and management strategy. Marketed and managed numerous tradeshows and oversaw all aspects at event sites.
- Coordinated annual blood-drives, charity event sponsorship, and appreciation dinners.
- Trained, scheduled, managed and followed-up with all exhibitor staff.
- Provided networking, scheduling, vendor trainings and meetings; facilitated Web Ex presentations; and evaluated event ticket packages.
- Promoted Vera Wang Trunk Show, *All You Magazine* launch, Conway survey, Society of Crown survey, Taste of Dallas Häagen-Dazs, Dallas NBC5 Healthfit Expo and GlaxoSmithKline pharmaceutical promotions.
- Conducted marketing department new hire orientations and post-evaluation of marketing campaigns. Purchased corporate gifts and logo promotional items for direct mailings.
- Created and edited company e-newsletters and direct marketing materials.

Writing and Editing

- Wrote, compiled, and produced national account business proposals and FAQ databank.
- Re-wrote all national account proposal material during company name change via implemented multi-level interviews. Edited website content and press releases. Free-lance editor and writer.

Project and Event Management

- Received personalized bonus for successful project execution of Safeway, Inc. influenza contract for all DFW areas. Managed staff, schedules, supplies, inventory and reporting. Conducted interviews, trained staff, and ensured efficient crowd control.
- Planned and managed tradeshows and product shows.
- Selected to serve as Member of Employee Development and Relationship Team.

Project and Event Management (continued)

- Performed relationship management and configuration support for 300+ distributors for Japanese PBX/IP phone systems.
- Developed U.S. Federal and State government leads projects.
- Designed MS Outlook database for tracking distributor activity and managed state bid list project to secure vendor status.
- Performed Pricing Specialist and Demo Unit Coordinator jobs when vacant. Priced products and services, and performed legal contract coordination and tracking of 10,000+ demo units.
- Processed vendor leads, ran queries, and prepped data for MS CRM import across sales teams.
- Automated web sales lead process and streamlined reporting at several companies.
- Trained as Product Specialist in several positions including PBX VoIP and luxury goods.

EMPLOYMENT HISTORY

DBartel Copy

EDITORIAL ASSISTANT/WRITER

2007-present

Currently ghostwriting product descriptions for Fairytale Brownies, Inc.

Wrote and edited sections of a 600-plus page franchisee planning manual for use by Pizza Hut, Inc.

Proofread business articles published in the Fort Worth Star-Telegram and ADDISON: Magazine.

Cisco Eagle, Inc.

MARKETING AND DATABASE MANAGEMENT

2005-2007

Coordinated events including annual blood drive, charity sponsorship, employee appreciation dinners, and direct mailings. Purchased promotional items/corporate gifts and performed MS CRM Database planning. Evaluated vendor offers, automated sales leads, and edited monthly newsletters.

Contract Event Promotions

EVENT MANAGER AND PROMOTIONAL MODEL

2003-2005

Launched events including tradeshow, magazines, flu vaccinations, and pharmaceutical promotions. Managed 18+ people, six-days/week, at any event. Received bonuses for successful project execution.

EDUCATION AND PROFESSIONAL DEVELOPMENT

B.B.A., Marketing and Management, Abilene Christian University, Abilene, Texas, 1999

Completed 15 credit hours in Psychology, University of Texas at Dallas, 2005

12 hours in Mediation, Conflict Management & Psychology, DCCCD, Dallas, TX, 2006-2008

AFFILIATIONS

Big Brothers, Big Sisters, four years. Preston Crest Volunteers, seven years.