

I am a seasoned marketing and communication professional looking for a leadership role in a dynamic setting. My career has always focused on building stronger organizations by improving communication.

Particular strengths

- Consensus building among diverse organizations and staff levels
- Leadership and fostering of team gel
- Strategic and analytical thinking
- Flawless execution
- Exceptional communication skills

WORK HISTORY

2004-present

Exclusive Resorts (a fast-growing travel company), Director of Member Communications
Developed world-class marketing communication program from the ground up. Created programs to support customer advocacy, which led to 47% referral and 94-96% customer satisfaction rates. I recently won an award for employee excellence, as have two of my direct reports. My team and I are responsible for:

- Creation and production of newsletters
- Creation of compelling sales collateral
- Media relations
- Strategic communication and crisis planning
- Web content development and management (multiple sites)
- Annual reports
- Customer survey and market intelligence programs

2000-2003

Telesonix, LLC (a sole proprietorship), Consultant

Consultant to businesses of all sizes on marketing, communication, and technology. Clients have included the Sommelier Society of America, Xanterra Parks & Resorts (which manages Yellowstone Park, among others), The WILD Foundation, and the province of British Columbia.

- Conducted compelling presentations to diverse audiences
- Learned and practiced exceptional project management skills working alongside PricewaterhouseCoopers
- Created Web sites and ongoing content, including site coding

1999-2000

SUSTAIN Technologies (a small software company), Manager of Training and Support
SUSTAIN worked with the courts and the justice community, using technology to make the courts more responsive and transparent.

- Created an innovative program to align software support, communication, and training for the courts.
- Created a new customer help desk from the ground up.

1994-1999

Quindecia Corporation (a technology consulting firm), Marketing Manager

Quindecia was a precursor to SUSTAIN, providing a similar service to the courts. This small company required consummate flexibility and the ability to always think quickly on my feet. My contributions to Quindecia included:

- Development of marketing collateral
- Creation of newsletters and Web content

- Organizing and speaking at trade shows
- Creating and conducting complex software demos and sales presentations
- Media relations
- Development of help files, technical manuals, and training materials

Prior to 1994, I worked in various roles with several companies including Berlitz, The Romance Writers of America, and Major Legal Services.

EDUCATION

B.A. in History from U.C. Berkeley, 4.0 GPA

MAJOR ACCOMPLISHMENTS

Management

- Managed province-wide implementation of case management software for the justice system in British Columbia
- Working for an industry-leading luxury travel company, personally developed a world-class marketing communication team from the ground up
- Successful project management and oversight for dozens of complex projects over the course of my career

Communication and marketing

- Creation of robust communication programs to build strong relationships with target audiences, using a variety of tools including print newsletters, e-newsletters, blogs, and Web sites
- Development of highly effective print collateral and other marketing materials
- Creation and maintenance of online press room and media materials
- Creation and maintenance of content, both copy and images, for various Web sites

Writing and editing

Have written and edited professional copy for multiple audiences, including:

- Web copy
- Marketing and sales collateral
- Industry articles
- Editorials and advertorials
- Customer and employee newsletters
- CEO blog and personal blog
- Annual reports
- Training materials, software manuals, and help files
- Press releases, fact sheets, and other material for the media

Web site creation and maintenance

- Creation of content for multiple sites including portals, reservation system site, online press room, public-facing marketing site, and more
- Four W3 Awards in 2006 (silver awards in the travel, real estate, hotel & lodging, and tourism categories)
- Creation of a successful personal blog, **remarkable communication** (<http://remarcom.typepad.com>)

OTHER SKILLS AND ACCOMPLISHMENTS

- Published novelist
- Speak fluent French and basic Russian
- Excellent computer skills and complete comfort with technology
- Dynamic and effective public speaker