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DIRECT MARKETING PROFESSIONAL

Energetic operations and sales professional with over 20 years of managerial experience in a fast-paced working environment. Skill set includes organizational aptitude, extreme attention to detail, excellent written and verbal communication skills. Able to adapt to new surroundings quickly and find efficiencies that will result in a more productive work environment.

PROFESSIONAL EXPERIENCE

RICKARD SQUARED, Hauppauge, NY

Director of Operations, Jul 2015-Jan 2023

- Managed a large portfolio of accounts for direct mail and email marketing services in the education, B2B, non-profit and publishing markets
- Streamlined production of account services to maximize the day-to-day workplace efficiency for our clients
- Provided superior customer service
- Created end of month revenue reporting with sales growth efforts for clients
- Assisted in the onboarding and management of digital marketing services for our educational clients

KEONO, NY

Digital Sales Manager, Mar 2014-Mar 2015

- Created sales opportunities for Keono's email database
- Provided operational knowledge and support to simplify customer experiences with the company

DONORBASE, Armonk, NY

Account Executive, Jun 2013 – Oct 2013

- Responsible for creation and implementation of sales campaign for new service launch within the co-operative database
- Worked closely with hierarchy to integrate sales efforts with current participants of the co-operative database
- Identified valuable data elements for the new service members within their customer database for presentation to the marketplace
- Created press-releases for new service members' introduction to the marketplace

THE ESPINOSA GROUP, Carlstadt, NJ

Director of Operations, Apr 2011 – Apr 2013

- Maximized the day to day efficiency between the corporate office and the on-site management and labor force for multi-million dollar projects
- Implemented a new time-management software system
- Implemented a company-wide bidding process for project opportunities
- Oversaw multi-channel marketing strategies
- Responsible for all recruiting efforts set forth by the company

AMERICAN LIST COUNSEL, Princeton, NJ

Vice President - Director of Operations, Dec 2007 – Mar 2011

- Supervised a 6 person operational staff for a successful Direct Marketing Data Management division
- Created benchmarking for positional growth
- Worked closely with Human Resources for recruiting and training of new staff
- Developed and implemented new operational processes for maximizing efficiency of the staff
- Provided additional operational and sales support when needed

Associate Client Marketing Manager, Apr 2006 – Dec 2007

- Provided sales and marketing support for upper management on top accounts
- Created monthly budget reports for top accounts
- Oversaw the creation of external data models for clients
- Provided operational support and leadership when needed
- Accumulated and oversaw the marketing, sales and operational efforts for multiple junior accounts

Customer Service Representative, Sep 2004 – Apr 2006

- Managed, researched and processed multiple counts, clearances and orders within requested time frames
- Managed incoming calls, emails, and faxes from external and internal customers
- Resolved issues and answered questions while providing excellent customer service in order to develop business relationships
- Reviewed and updated datacards on a monthly/quarterly basis

APS MARKETING, Glen Rock, NJ

Account Executive, Jun 2003 – Apr 2004

- Generated advertising revenue for Northern New Jersey magazine publisher
- Prospected for new advertising clients through cold sales calls and door to door solicitation
- Assisted in the creation of ad generation with graphic design staff
- Provided input/ideas for editorial pieces in each publication
- Assisted in fiscal management of each account for regional territories assigned

EDUCATION

Saint Peter's College, Jersey City, NJ, 1996-2001

- Graduated cum laude - Marketing

REFERENCES AVAILABLE UPON REQUEST