



Professional Proficiencies

Adobe CS4
I did something fantastic!

Key Words
into key organization's crime translated research business subject competitive used agency's designed national efforts victim
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Qualifications Profile

- Versatile, bilingual project manager with expertise driving functional teams to consistently meet key program deliverables. Focus on achieving bottom-line results, while formulating and implementing advanced technology and business solutions to meet a diversity of needs. Exemplary communication and attention to detail to exceed customer expectations and maintain high levels of client satisfaction.

Professional Experience

2010 - Present **Minnesota Alliance on Crime** St. Paul, Minnesota

Marketing Communications Intern

- Established new brand identity, which is mirrored in organization's website, e-updates, and materials presented to the state legislature, legal professionals, and key crime victim advocates.
 - Re-designed organization's website using Yahoo Small Business Solutions and added over 40 external links, video applications, optimized search results using meta tags, and translated entire site into Spanish.
 - Designed, edited, and managed a National Crime Victims' Rights Week commemorative video used at libraries, city halls, and Department of Public Safety press conference.
- Formulated, directed and coordinated marketing activities designed to promote the organization's profile, as well as National Crime Victims' Rights Week campaign, in collaboration with 17 key players in victim advocacy in Minnesota, including the Jacob Wetterling Foundation, The Family Partnership, and the Office of Justice Programs.
 - Translated subject matter into concrete design for over 300 copies of promotional collateral. Created design theme and graphics for web design, informational handouts, presentations, and e-newsletters.

2010 **WomenVenture** St. Paul, Minnesota

Market Research Intern

- Translated quantitative and qualitative subject matter of over 20 similar organizations into user-friendly presentation for market research and service improvement efforts in under two weeks.
 - Conducted market research by administering questionnaires, performing telephone surveys and tabulating data in to Microsoft Excel. Research was used to increase the organization's competitive edge in the industry.

2007 - 2008 **Prisma International** Minneapolis, Minnesota

Project Manager

- Managed the agency's most profitable account, Medtronic, which netted an estimated 40% of the agency's profits.
 - Monitored project workflow and deadlines by setting timelines and priorities for team members.
 - Designed project-tracking systems, which were incorporated into the project's life-cycle process.
 - Spearheaded up to \$125K in translation projects for clients seeking to expand promotion and branding efforts into global market.

2006 - 2007 **Express Scripts, Inc.** Bloomington, Minnesota

Project Manager/Writer

- Proactively supported sales operations by developing persuasive proposals for pharmacy benefit management solutions, targeting major private and federal organizations.
 - Partnered with corporate departments spread throughout the nation. Produced bid-winning proposals for the third-largest pharmacy benefits manager in the country.
 - Supported the retention, through strong proposal development, an account worth over

\$500K, which led to increased company profits and competitive edge.

Education

2008 - 2010	Century College Associate of Applied Science, Graphic Design	White Bear Lake, Minnesota
2002 - 2006	University of Wisconsin-River Falls Bachelor of Science, Marketing Communications	River Falls, Wisconsin
2005	University of Paris-Sorbonne IV French Grammar and Phonetics	Paris, France
2005	American University-Paris Consumer Behavior	Paris, France

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