# Valencia S. Graduate

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## SUMMARY OF QUALIFICATIONS

- Experienced manager with expertise in marketing and public relations
- Superb written and oral communication skills
- Experience in survey design and market research
- Strong graphic design skills
- Organizational and strategic planning experience
- Active member of the Public Relations Society of America, Orlando Chapter

## RELATED SKILLS

- Manage customer service and marketing programs
- Identify opportunities, formulate strategies and implement plans to stimulate sales
- Supervise sales, marketing and clerical personnel
- Develop decision papers for HMOs
- Identify organizational impact of issues and recommend alternative options
- Edit managerial materials prepared for presentations
- Write company newsletters and executive speeches

## ACCOMPLISHMENTS

- Managed customer service/marketing program targeting company's top customers nationally, resulting in $437,000 sales per year
- Supervised staff of six marketing representatives
- Developed decision papers for trustees and executives with a $360 million HMO budget
- Oversaw transition of office to full-automated office system, resulting in increased staff productivity and higher morale
- Wrote newsletters and speeches for trustees of Tri Health Associates
- Managed reduction in staff due to organizational budget cuts, maintaining productivity standard with fewer staff members

## ADDITIONAL SKILLS

- Proficient in Microsoft Word, Excel, Access, and PowerPoint
- Speak and write English and Spanish

## WORK HISTORY

20xx-Present        **Marketing Manager**
Crestline Communications, Orlando, Florida

20xx-20xx           **Administrative Analyst II**
Group Health Associates, Orlando, Florida

19xx-20xx           **Assistant Office Manager**
Tri Health Associates, Miami, Florida

## EDUCATION

Bachelor of Science in Public Relations, Expected May 20xx
University of Central Florida, Orlando, Florida

Associate in Arts, December 20xx
Valencia College, Orlando, Florida