

Cynthia M. Wolfe

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I am an ambitious, creative and outgoing professional with contagious optimism seeking a challenging career utilizing my marketing, sales, management, training and customer service talents.

I excel in creativity, organization, problem solving, lead generation, and event coordination with the ability to multi-task and work efficiently.

Software & Application Knowledge

Fluent in all Microsoft Office Applications, Adobe Photoshop CS2, InDesign, Adobe Illustrator, Adobe Acrobat, PowerPoint, Various Account Data Bases-CRM, Salesforce, List management services, Email Marketing, List Management, Search Engine Marketing, SEO, e-commerce, website development, SMS and social networking. I am consistently learning and developing talents by attending marketing webinars, networking groups, and seminars. As well as self teaching techniques online and with books and tools of the trade.

July 2011-Current: Bradford School-Pittsburgh

Public Speaker/Presenter. Engaging High School students to learn more about options after graduation. Part-time. Metro Pittsburgh, WV, and NE Ohio.

March 2009-Current: AGENT PITTSBURGH-owner/operator (see pg3). Marketing Consultant for multiple businesses, overseeing all marketing, business development aspects, and their implementation for a few local businesses. Coordination of all marketing plans based on the needs of the business. I meet with area media salespersons to plan and oversee execution of advertising, b2b partnerships and events with charities (Red Cross, Food Bank, Animal Rescue, Community Fairs, etc). Hire, train and manage assistant marketers, sales and customer service associates. Current Client List includes: Marketing Director for Duke Investments dba: Niko's Coffee House, the Sports Page Bar & Grill, the Kensington Restaurant, the Traveling Bean, and Nikos Cream & Bean. Marketing support for various Liberty Tax Service franchisees in Youngstown and Pittsburgh area. Sales & Marketing Consulting (volunteer) for Venture Outdoors, Mt Lebanon Girls Softball Association, College Works Painting. Lead Generation and graphic design for David Bachman Photography, Scoglio Restaurant, and The CIO Advisor.

January 2004 – February 2009 IDEARC MEDIA CORP Monroeville, Pa

Multi-Platform media company-(Spin off of Verizon Information Services)

Strategic Media Specialist January 2008-February 2009

Pioneered the development of new position within the company to increase strategic product sales. Helped form sales platform, promotions, collateral, tracking and proposals for new products within company. Specializing in creative marketing techniques and products included but not limited to: Search Engine Marketing, Search Engine Optimization, local and national direct mail campaigns for B2B and business to consumer corporations. Created sales collateral working harmoniously with Marketing Director to promote new targeted direct mail campaigns. Awarded with recognition for "IDEARCan" employee suggestion program. Position was eliminated with the re-organization.

District Sales Manager: March 07-December 2007

Management and development of twelve Outside Sales Representatives. Involved in interview, hiring, coaching, training and discipline as needed for union sales environment. Responsible for pay period forecasting, sales tracking, and meeting sales goals. Maintained a 4% sales growth in my team. Created and presented sales plans, training and contests for marketing regional canvasses throughout Western Pa. Chosen as Internet Sales Champion responsible for reporting and strategizing to reach Mid Atlantic Sales online sales goals. Created sales blitzes and worked closely with GSM to elevate online marketing skills. Chosen to attend Mid Atlantic training sessions on behalf of local division.

Sales Strategist/Trainer: April 2006-March 2007

Responsible for training new sales rep candidates, and "ramp up" period of new sales candidates. Involved in the further development of tenured sales associates and managers. Worked harmoniously with District Sales Managers, General Sales Manager and Marketing Director to strengthen and support sales force. Created and Presented Presentations for sales development and new products within division and region. Attended coaching and training seminars in main headquarters, Dallas, TX. Created sales collateral and presentation binders for reps and managers. Observed and coached sales reps while out on sales calls.

January 2004-April 2006-Inside & Outside Advertising Sales

Maintain existing clients, contact new clients, and prospect additional advertising for print and online marketing tools. Consistently exceeded goals. Chosen to lead, coach and train co-workers on sales as 'SME' alongside management to develop and implement team goals for new online-search engine marketing.

2005 Ranked #2 in division of 30 and #10 in Region of 195.

2006 Ranked #1 in division of 32 and #5 of 72 in Region.

January 2003- January 2004 Advertising Sales Consultant - Gateway Publications

Wexford/North Hills Territory and Murrys ville Territory

Contacted hundreds of business owners per month by phone and in person to sell print advertising in three North Hills weekly community newspapers as well as 15 Pittsburgh Area papers. Regularly exceed budget goals. Layout, plan and design effective advertising strategy and budgets for small businesses up to large corporations. Work harmoniously with corporate marketing departments when applicable. Maintain accurate records and monthly projections using self-made database. Sold long-term advertising contracts on a regular basis. Awarded regularly for “most new accounts” and “most contracts” in the North Hills office. Awarded “highest producer” in the North Hills as well as recognition for exceeding budget in revenue and number of accounts. Received regular bonuses and prizes for exceeding company expectations. Sustained professional relationships with customers, co-workers and management.

1999- 2002 Editorial Assistant, Nature Publishing Company-United Kingdom

Assisted US Editor with finding and maintaining referees for monthly scientific journal, published in the United Kingdom. (Gene Therapy Journal). Utilized international database for tracking of all manuscripts as well as reviewers and authors. Exchanged email, telephone and fax communication with professional international referee base which included doctors, scientists and professors from major Universities and pharmaceutical companies.

1993-1996 Arts Celebration - Public Relations Coordinator

Nonprofit Organization. Palmyra, PA Event Planning and Public Relations Coordinator. Executed all event advertising and press contacts to attract customers/buyers as well as artisans, food vendors and entertainment to popular annual arts festival. Part-time.

1994-1996 Outside Advertising Sales Representative Palm Advertiser-Lebanon Daily News

Palmyra, PA. Maintain and increase sales of display advertising in local weekly and daily newspapers. Worked with advertising agencies for large Hershey Corp account. Prospect new clients creating larger advertising base. Outside business to business sales and some basic design & paste-up.

1992-1994 Banquet Sales & Marketing Manager, Banquet Manager, Wait Staff Manager-Zachery's Cabaret Hershey, Pa

Contacted local businesses to promote use of banquet facilities in fine dining establishment. Organized and planned meals, entertainment and invoices for parties and weddings of up to 400 guests. Worked harmoniously with chef and kitchen staff. Hired and trained bartenders and wait staff. Managed Bar and dining room staff.

VOLUNTEER ACTIVITIES

Youth Sports Coach and Sponsor - Mt Lebanon Girls Softball, Penn Hills & Oakmont Youth Sports 16 years
Venture Outdoors - Advisory Board Member, Trip Leader Volunteer 8 years
Girl Scout Leader, Girl Scouts of America, Trillium Council (previous) 4 years
Forbes Elementary School PTA (previous) 6 years
PTA President, Arts in Education Director, Environmental Committee Director, Newsletter Editor
Chairperson – District and School: Reflections-Arts in Education

EDUCATION

1989 Lincoln Technical Institute: Drafting
1985 Graduate Lehigh Area Senior High School

Summary of Current Marketing Activity (Director of Marketing)

I am currently working with small and medium businesses as a marketing and sales consultant.

I explore the needs of the business, history, and future goals, as well as profit and loss, and set action plans and deliverables accordingly.

I specialize in lead generation, connecting the dots to put together the most profitable solution for the business. Both Business to business and Business to consumer partnerships.

I am creating marketing plans for new product launches within each business, supporting products and modules and the total product solution.

I regularly analyze performance versus plans and make necessary adjustments to make sure plans are effective and continue to align with marketing strategy.

I am working with analysts, outside firms, and publications to gain insight into marketing options – staying current on industry trends, analyst research, competitive positioning.

Including partnerships and usage of online media avenues I trust such as ...

www.greenwavetxt.com www.vistaprint.com www.bx-print.com www.icontact.com
www.webstarts.com www.infofree.com

I investigate key competitors' products, programs and successes, then deliver to key personnel to discuss options of implementation.

I use online marketing tools daily...such as SEO and SEM as well as website construction, Google Analytics, Google Adwords, Adsense, Google Local, Twitter, LinkedIn, Facebook, Twitter and am consistently increasing my knowledge of social networking and up to date marketing options.

I manage internal systems and lead databases to collect and disseminate market and competitive data.

Assist in creating strategies and sales tools to leverage market data for the benefit of the company.

Translate product strategy's stated development direction into actionable, clear and consistent benefits that tie together and align with marketing strategy. Includes creation or updates of promotional material, news releases, web site pages, sales presentations, webcasts, trade show graphics, print and email marketing, monthly newsletters, etc.

Obtained knowledge of Television and Radio advertising from training with Fox53/WPGH and WMNY.

Train/Coach/Educate marketing and sales staff to take advantage of analyst work by researching findings that pertain to relevant markets and reporting to group with information and suggestions on how to leverage information in marketing areas like PR, collateral, sales presentations, copy in campaigns, sponsorship opportunities, sales techniques, etc.

Create, coach, translate and support training techniques as it relates to the overall sale and marketing of product or service.

Simplify the marketing aspect and follow-through of the business so that owners/managers can focus elsewhere.

I always stay below budget and exceed return & expectations.