



**Executive Coordinator**

Contract professional passionate about collaborative contribution seeks small business startup or nonprofit with creative, progressive orientation in order to develop or enhance meaningful community or environmentally oriented venture.

Available for part time work

**WHY ME?**

- Outstanding communication skills
- Skilled liaison/representative with strong background in marketing/sales
- High proficiency with PC and Mac platforms; Office and CRM tools (Salesforce/Zoho/Insightly/Google Suite, etc.) and website editing/management
- Demonstrated critical thinker; Independent and resourceful, articulate and mature
- Discerning and detail-oriented; Warm, calm/grounded demeanor; Dynamic team player
- Effective training and collaborative management skills

**EXPERTISE & SKILLS**

- Systems/infrastructure development and administration of operations
- Project coordination
- Website development
- Extensive publishing/marketing/sales experience in education and nonprofit sectors
- Data management (CRM tools, Constant Contact, etc.)

**PROFESSIONAL BACKGROUND**

**Regional Consortium Coordinator**

*Jan 2016 - Present*

*South Central Coast Regional Consortium (SCCRC)*

- Coordinate projects, meetings, and events for eight-college consortium including venue bookings, website edits, group communications, project tracking, scheduling, data management.
- Responsible for consortium-wide news collection, contract marketing, meeting hosting
- Interface with web design team, co-designing/editing website
- Facilitate communications with work groups at college; edit and organize documents for global sharing

*(Continued...)*

### **Director of Educational Support & Admin Coordinator**

*Get Focused Stay Focused National Resource Center, Santa Barbara, California*      *May 2014 - Nov 2020*

- Provided school support to high school administrators and teachers of the “Get Focused...Stay Focused!” (GFSF) dropout prevention/college readiness program
- Co-produced annual SBCC 2-day event for 400 educators involving use of multiple buildings, catering, and tech setups
- Worked closely with UCSB research project studying efficacy of program
- Co-facilitated weekly meetings with GFSF team and trained administrative assistant on operations
- Provided back-end support for Operations and Executive Director(s)

### **Associate Director**

*Shared Crossing Project, Santa Barbara, California*

*June 2014 - Jan 2018*

- Responsible for implementation of end-of-life education groups and workshops led by CEO
- Designed “Essential Conversations” leveled curriculum for facilitation in active retirement facilities
- Wrote and obtained grant from JS Bower Foundation for support of Essential Conversations
- Developed all marketing (via Constant Contact, Email, radio, PR, etc.)
- Interviewed, hired, trained and managed administrative assistant and volunteers
- Created infrastructure for customer service, administrative and marketing departments
- Developed and managed CRM database (Zoho) for all customer and vendor communications
- Negotiated contracts and fees with retreat centers, retirement communities, keynote speakers, etc.

### **Executive Director**

*Getting to Gold, Los Angeles, California*

*March 2012 - March 2014*

- Created infrastructure for nonprofit startup to schedule motivational speaker (Olympic Gold Medalist Dain Blanton) in secondary schools nationwide, including brand awareness campaigns, sales protocols, customer service, fee structure, content development of thematic presentations, etc.
- Developed CRM database (Zoho) for customer communications
- Co-authored and edited self-inquiry booklet for students, “Passport to Gold”
- Designed and implemented e-mail campaigns using Constant Contact
- Responsible for sales, proposal development and fee negotiations with schools
- Initiating foundation funding through grant writing and proposal development
- Developing mentorship/coaching program for ongoing student support

### **Director of Sales and Business Development**

*Inquiry by Design, Golden, Colorado*

*August 2011 - November 2012*

- Responsible for infrastructure development of startup professional learning company including database development, sales, marketing, invoicing/billing, purchase order processing, workshop coordination/event production and fulfillment, customer service; interviewed and hired staffers, developed manual for in-house training protocols.
- Developed database using Salesforce CRM; designing and executing marketing protocols.

- Designing multi-faceted, highly customized proposals for educational institutions; focused on long-term account development with emphasis on client care with impeccable service.
- Maintaining in-house communications using CRM reporting functions, weekly phone meetings, etc.
- Comprehensive use of SalesForce, MSWord/ Excel/ PowerPoint/ Publisher, Quicken, etc.

**Senior Educational Consultant/Sales Executive**

*Academic Innovations, Santa Barbara, California*

*February 1997 - June 2011*

- Number One sales producer for educational curriculum publishing company, providing significant increase in company's annual revenue for 14 consecutive years.
- Responsible for identification of and relationship building with buyers of curriculum at our nation's largest secondary institutions, consulting with national, state, and district-level administrators, selling to district and site-based buyers.
- Maintain up-to-the-minute familiarity with education markets, including current legislation and grant distribution, states' textbook adoption procedures and district-level protocols.
- Service long-term sales relationships with customers, providing multiple follow up services via professional development offerings, correspondence, direct mail, email, and telephone consulting. Focus on sustainability for long-term sales picture.
- Deliver curriculum presentations for statewide adoptions to high-level administrators.
- Represent company at trade shows, conferences and workshops.
- Compile and present reports for CEO on trends in secondary education market, developing marketing strategies for state-specific initiatives and grant-funded programs, creating targeted sales campaigns and sustainability analyses.
- Hire, train and manage staff on sales techniques, marketing skills and order optimization strategies, as well as data entry and contact management software training.

**Publisher & Co-Author**

*InDepth Press, Santa Barbara, California*

*1998 - 2014*

- Owner of small press publishing company with focus on emotional and social intelligence-building curriculum, "Become Your Best Self" for at-risk youth.
- Involved in all aspects of publishing including co-authorship, production details, editing, graphic design, marketing, sales, invoicing, etc.
- Represent company at conferences, vendor presentations/break-out sessions, etc.
- Design professional development for educators and psychotherapists.
- Founded InDepth Education Enterprise in Nov 2012: Contract employment for several clients, increasing curriculum and professional development sales and distribution of K-12 educational content through business infrastructure development and marketing practices.
- Design and implementation of marketing campaigns for workshops, public speaking engagements, in-services; increasing curriculum and brand awareness.
- Database-building strategies for market articulation and ongoing sales efficacy.
- Train and supervise staff in sales and marketing efforts; Customer service and payment processing.

## **Founder & President**

*Eventful Productions Inc., Santa Barbara, California*

*1995 - 1997*

- Developed, managed and promoted a seminar and event production business for the educational and psychotherapy/personal growth community.
- Recruited facilitators/presenters and negotiated terms of their contracts.
- Responsible for all aspects of events, including planning and staging, interviewing and hiring staff, identifying and securing event sites, supervising registration and revenue processing procedures.
- Developed marketing strategies, handled P.R., designed advertising copy and program evaluations for educators.
- Organized all logistics including accommodations, travel, retail sales, catering and equipment rentals.

## **Program Director**

*The Hendricks Institute, Santa Barbara, California*

*1993 - 1996*

- Managed public relations and provided executive assistance to high profile authors/teachers.
- Created schedule for teaching engagements, negotiated fee honorariums for the client, organized logistics, arranged travel, promoted trainings and managed registration at the appearances.
- Coordinated product sales and advertising projects, oversaw work of graphic designers and numerous other contractors, and interviewed and hired full-time staff. Represented company at trade shows and in-house programs.

## **Owner/President**

*Zebra, Inc., Santa Barbara, California*

*1988 - 1993*

- Trained and managed staff of five at retail gift/clothing shop.
- Responsible for sales and marketing, designing and placing advertising.
- Located and purchased all merchandise (call to artists/gift shows) developed and managed systems for inventory control, accounts payable and payroll.
- Created merchandise displays, facilitated staff meetings, conducted outreach for community goodwill and philanthropic events, and developed innovative marketing strategies such as hosting art openings, etc.

## **EDUCATION**

Bachelor of Arts, Psychology, University of California at Santa Barbara

*1986*

## **REFERENCES...NEXT PAGE**

## PROFESSIONAL REFERENCES

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## PERSONAL REFERENCES

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Lifelong friend