



NELSON ROSA

TECHNICIEN IT

☎ +41 79 356 85 46
 ✉ rosanelson@gmail.com
 📍 Rue des Boulevards 9 - 2300 La Chaux-de-Fonds - CH

EXPERIENCES

RESPONSABLE INFORMATIQUE (2014 - 2015)

- **Ok Job SA - Neuchâtel**
 - Gestion du parc informatique, environ 80 postes et support aux utilisateurs.
 - Administration des comptes et gestion des mails (Windows server 2008 & AD 2010).
 - Planification de nouveaux projets.

CHRONOMETREUR SERVICE EXTERNE (2013 - 2014)

- **SwissTiming LTD - Corgémont**
 - Mise en place du système de chronométrage pour les compétitions d'athlétisme et de ski.
 - Starter pour les compétitions de ski.
 - Gestion des tableaux d'affichage dans les stades.

WEBMASTER (2011 - 2012)

- **VAC René Junod SA - La Chaux-de-Fonds**
 - Réalisation publicitaire et de newsletters ciblées.
 - Promotion de la marque VAC à travers les réseaux sociaux.
 - Développement du site internet basé sur Magento.

WEBMASTER (2009 - 2010)

- **Site-Concept Sarl - Crissier**
 - Participation au développement d'un CMS scientifique de ce-dernier sur le site du parc scientifique de l'EPFL.
 - Réalisations graphiques et développement de sites web.

FORMATION

SEJOUR LINGUISTIQUE (2015 - 2016)

- **Eurocentres - Londres**
 - Séjour linguistique de 6 mois à Londres, obtention du niveau B1 - B2.

CFC INFORMATICIEN (2007 - 2009)

- **INTERNEX SA - La Chaux-de-Fonds**
 - Apprenti informaticien pour la 3^{ème} et 4^{ème} années.
 - Installation de machines sous Windows et Mac.
 - Support clientèle.
 - Installation de réseaux pour les PME.
 - Vente de matériel informatique.

APROPOS

Prénom, nom: Nelson, Rosa
 Date de naissance: 1 novembre 1986
 Etat civil: Célibataire
 Nationalité: Portugais
 Permis d'établissement: C
 Permis de conduire: cat. B

COMPETENCES

WINDOWS 7/10 ●●●●●●●●
 MAC OS ●●●●●●●●
 SERVER 2012 ●●●●●●●●
 LINUX ●●●●●●●●
 EXCHANGE ●●●●●●●●
 AD ●●●●●●●●
 SUPPORT ●●●●●●●●
 OFFICE ●●●●●●●●

LANGUES

FRANÇAIS ●●●●●●●●
 PORTUGAIS ●●●●●●●●
 ANGLAIS ●●●●●●●●

REFERENCES

David von Niederhäusern
 Adjoint au préposé au contrôle des habitants de Neuchâtel. ☎ +41 79 306 09 12

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SARAH FEATHERBE



PROFESSIONAL EXPERIENCE

Western Sydney Primary Healthcare Network
Child and Family Commissioning Manager

Healthcare Commissioning

- Extensive experience in analysing health data from a variety of sources to understand the population in a specific region and its health needs.
- Consulted extensively with a range of diverse communities as part of the PHN's commissioning process and listened to what people say about the health system in their region. These consultations included government departments and Local Hospital Networks, consumers, general practitioners and other health professionals, service providers, community workers, academics, elected representatives, local councils and other community members.

Collective Impact

- Lead the design and implementation of a collective impact framework for the *Thrive@5* in Doonside initiative, a program funded by the Western Sydney LHD to improve the health and wellbeing of children aged zero to five years by implementing effective, efficient and mutually reinforcing activities to improve the Australian Early Development Census (AEDC) results for Doonside.

EDUCATION

- Macquarie University, Ryde, NSW
- Bachelor of Social Sciences
- Graduate Diploma in Education

COMMITTEE WORK

- 2020 - PRESENT**
Aboriginal Women's Cultural Support Group Advisory Committee
- 2015 - 2020**
Pacific Islands Mt Drunit Action Network
- 2018 - 2020**
Aboriginal Women's Cultural Support Group Advisory Committee
- 2011 - 2016**
Pacific Islands Mt Drunit Action Network

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Aboriginal Women's Cultural Support Group Advisory Committee
- 2011 - 2016**
Pacific Islands Mt Drunit Action Network

PROFESSIONAL EXPERIENCE

- 2011 - 2014** | Community Resource Network - Co-ordinating NSW
- 2014** | Capacity Building Coordinator

Strategic Planning

- Lead a number of small NGOs in a strategic planning process which resulted them to measure and state intended programs about environmental resilience. This helped these organisations articulate and respond to change by clarifying their mission and goals, redefining their programs, identifying their funding streams and other aspects of the organisation operations.
- Designed and implemented several strategies that meet the position objective of a better informed and engaged community sector.
- Trained community sector workers and combined with Executive Directors of organisations and boards to implement strategies that align to local context and the needs of the community. This includes educating workers on co-design approaches in supporting vulnerable children and families.
- Provided a leading role in the development of a new strategic plan for the organisation that was highly praised by the organisation board.
- Designed a model for community development based on several concepts including the business ecosystem approach, ecological knowledge and waste teaching and facilitating strategies.

Communications & Relationships

- Prepared persuasive written communications for a variety of audiences, from federal politicians to community groups, including a submission to the Legislative Council NSW Inquiry into Service Coordination in Communities with High Social Needs.
- Wrote an academic research paper which included a thought provoking analysis of current capacity building practices.
- Conducted training sessions, offering alternative approaches to capacity building practices and suggestions for developing successful partnerships.
- Delivered culturally competent training as part of staff development days to equip staff with the attitudes, knowledge and skills needed to deliver culturally competent services and policy.
- Cultivated excellent long-term and meaningful relationships with community workers and clients, maintaining ongoing communication and facilitating solutions to begin to meet the needs of complex social problems. Co-design.
- Written several policies including most recently a 'Thinking with Aboriginal Families and Communities' - 'Cultural' organisational policy that recognises that it takes time to develop respect with Aboriginal communities, and that this takes resources and continuous travel to communities to build relationships and trust. This document has been endorsed by Aboriginal Elders and Aboriginal Government employees.

PROFILE

I have a clear vision that I set my mind compass to, for my family, for my community and for my job role. I am self-motivated, committed to my work and take pride in breaking down barriers believing that education is key.

As a gay woman who has worked closely with many faith based not for profits, religious leaders, healthcare providers and conservative local government officials I have had to learn the art of the diplomatic communication that meets the needs.

My personal experiences have enabled me to reflect on the society in which we live. I look back often on choices before planning, measuring, consulting, understanding and ethics. It's not easy when you have experienced family violence to be sure and your mind comes home with a father's fly card. I follow that the difference to a teacher and I see my experiences as higher orders, so that, to have their responses to other families in similar situations is more consistent.

I communicate well and recognise that when engagement requires a relationship built on trust and integrity it is a sustained relationship between diverse groups of people requiring towards a shared goal. For example over the last few years I have worked in partnership with an Aboriginal gay woman from the Aboriginal initial group of Southern Queensland. Together we work to build cross cultural awareness and change in support of genuine healing. We have followed an over 10000 people on our Facebook page and been writing about a powerful platform for change?

I have also successfully managed and provided health programs, implemented engagement framework and required multicultural community participation in health services. Collaborated with General Practitioners, to decrease community needs and develop great applications to facilitate primary health care partnerships. Several years ago I got a phone on my answer, choosing to stay in bed with my second brain.

Capacity Building

I have 7 years' experience leading the capacity building initiative of a regional community sector group body. 10 years' experience in community development and I spent 2 years managing the child and family portfolio of Western Sydney's Primary Health Care Network. During my time as Capacity Building Coordinator, a range of activities that have built the capacity of some of the smaller and most marginal organisations operating in the Blacktown, The Hills and surrounding Local Government Areas.

Community Relations

I've worked to ensure the needs and opportunities of vulnerable people in the community are represented by having with government, local bodies and organisations around issues of concern and rights, as well as actively participating in committees, advisory panels and community consultations.

I've successfully coordinated connections between community, government, corporate and welfare sectors to the collective impact on disadvantaged communities more effective, efficient and cohesive through partnerships, collaborations and sharing.

I've developed and maintained effective partnerships with Aboriginal workers and organisations to strengthen their community presence and participation on several Government funded initiatives.

Aloha

Resume | 1

Jim

SIMON DE SMET

Motivated and independent entrepreneur with extensive experience in B2C and B2B markets.

Personal info

Born : 31-05-1978

Hometown : Ghent, Belgium

Family : in love with Julie & our kids Martha and René



About me

The first 9 years of my career I worked within large banking concerns where I learned how international corporations are structured and thrive. Since 2011 I started my own company active in dedicated long term digital projects for various clients. I've done diverse tasks all centered around digitalization, strategy, marketing & sales. As an "MT" member I fully developed my strategic skills and managed diverse teams (support, sales, marketing, development, UX / UI design, ...).

Skills



Analytic

Structured and pragmatic



Social

Stable relationship builder



Trust

Loyal and team player



Open minded

Flexible and tolerant



Dynamic

Motivated and driven



Versatile

Multifunctional and hands on

Talent & Ervaring

VERWORVEN COMPETENTIE



PEOPLE MANAGEMENT & RECRUITMENT

- Build/expand commercial teams, from job description to hiring to reorganize
- Negotiate contracts and responsibilities, set targets, evaluate and motivate
- Manage internal and external employees

Key account management

- Own full relationship of large clients
- Negotiate partnerships and deals

Networking

- Partner & member of diverse organizations (BeCommerce, Safedirect, FeWeb, Cometa, Trustwinket, ...)
- Positioning / presenting of international companies within the Belgian market

LEAD GENERATION & SOFTWARE IMPLEMENTATION

- Overall digital sales strategy and create / launch / optimize digital campaigns (internal / external)
- Optimize digital workflows including marketing automation, CRM implementations, tracking & reporting, ...

STRATEGY DEVELOPMENT/HANDS ON IMPLEMENTATION

- Member of various management teams/lead in strategic workgroups and project management leader
- Market analysis and corresponding development roadmaps

CONTACT

simon.desmet.huis@gmail.com

+32 473 87 89 97

as an independent entrepreneur/consultant.

01 MediaScience - Business Development Director Belgium

2014 - 2015

MediaScience is a digital Dutch data driven disruptor by implementing "Programmatic Buying" on the Belgian market. They have a unique proposition by combining the power of technology with the beauty of creative to deliver a rich, engaging brand experience with optimal results. My prime responsibility was to develop and build the link between the advertisers, the media and the head office, ensuring that the Belgian needs were fully understood. We have ran multiple campaigns (e.g. LeasePlan, AsAdventure, Wallbi...) with various publishers (Pergroep, Roularta, Mediahuis, Pebble, ...).

02 Royal Bank of Scotland - Outbound & Inbound Sales Coordinator

2004 - 2009

I worked for Comfort Card, a division of the Royal Bank of Scotland in which consumer credit is offered through retail (Kiefel, Eldi, ...). My role was to support the bigger group of 'less active' merchants by creative and effective marketing campaigns (including intense follow up) enjoyed my first people management skills as I took responsibility over 6 FTE (intern/extern).

03 Citibank - Marketing & Treasury Assistant

2002 - 2003

My first work experience I had at Diners Club. My prime responsibility was to help merchants grow their revenue through our services and make sure there was sufficient funding for various payments towards our B2B clients.

How do I spent my Free Time



Sports

Marathon running (PB 3h18) and tennis (PB B-15/4)



Design

Collector of vintage furniture



Music

Vinyl adept and old school DJ



Studies

Vrije Universiteit Brussel
Master in Business Economics
(English Curriculum)

1997 - 2001

Don Bosco Zwijsenarde
Economics - Modern Languages
1991- 1996



Some courses followed

- Management for people managers (intern)
- Telephone reactivation and appointment (BTA)
- Insights Discovery (Cameleon Business Training)
- Myers-Briggs Type Indicator (intern)
- Public Spaking (SBS Management Consultants)
- Facilitator Team Based Workout (intern)
- Coaching and managing people (Cevora)
- Get clients and develop the relationship (Calcom)
- Time Management (internal)

Vorname Nachname

Berufsbezeichnung

Bewerbung

Als Leiter/inne bin ich bereit, meine/r
Aufgabe/n bei der weiteren

Bewerbung als Stellenbezeichnung XY

Ihre Stellenausschreibung bei internetadresse.de vom XX.XX.XXXX

01. Tag Monat Jahr

Firmenname
Firmenbezeichnung
MusterPlatz Muster Name
Musterstraße 123
82300 Stadt

Personen-Information
Musterstraße 12, 00000 Musterort
Telefon 1234 567890, FAX 9876 543210
P.Mustername@firma.de

Sehr geehrte Frau/Mr./Mx.,

Lesen Sie meine Bewerbung mit großer Freude und Interesse und freue mich über Ihre
Rückmeldung zu meiner Bewerbung. Ich bin überzeugt, dass ich mit meiner
Erfahrung und meinen Fähigkeiten einen wertvollen Beitrag zu Ihrem Unternehmen leisten
kann. Ich freue mich über Ihre Rückmeldung.

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kann. Ich freue mich über Ihre Rückmeldung.

Mit freundlichen Grüßen

M. Mustername

Mustername / Nachname

Vorname Nachname

Berufsbezeichnung



Berufserfahrung

- 01/2000** - Beschäftigung bei Weiterbildung Zusatzberufsausschuss,
Stadt der Weiterbildung.
- 02/2000** - Beschäftigung bei Weiterbildung Zusatzberufsausschuss,
Stadt der Weiterbildung.

Weitere Qualifikationen

- Sprachen** - Sprache (Kenntnisse) bewerten
Sprache (Kenntnisse) bewerten
- EDV** - Programm (Kenntnisse) bewerten
Programm (Kenntnisse) bewerten

Interessen

- Hobbys** - Hobby 1, Hobby 2, Hobby 3, Hobby 4
- Engagement** - Ehrenamt/Soziales Engagement etc.

Wohnort, Tag, Monat, Jahr

Vorname Nachname

Berufsbezeichnung

Berufserfahrung

- 01/2000 - 02/2000** - **Werkstättenleitung**
Firmenname, Ort, Abteilung
- Hier wurden Ihre Aufgaben, Tätigkeiten und Erfolge
- Hier wurden Ihre Aufgaben, Tätigkeiten und Erfolge
- 03/2000 - 04/2000** - **Sozialbetreuer/Lehrer**
Firmenname, Ort, Abteilung
- Hier wurden Ihre Aufgaben, Tätigkeiten und Erfolge
- Hier wurden Ihre Aufgaben, Tätigkeiten und Erfolge

Bildungsweg

- 01/2000 - 02/2000** - Beschäftigung in der Ausbildung, Fachhochschule/Universität
Schwerpunkt:
Abschlussthema:
Abschluss
- 03/2000 - 04/2000** - Weiterbildung/2-Jahres-Studiengang
Beschäftigung, Ort
- 05/2000 - 06/2000** - Praxis der Schule (Diplomarbeit, Bachelorarbeit,
Magisterarbeit) Abschluss

Vorname Nachname

Berufsbezeichnung

Anlagenverzeichnis

Berufserfahrung

- Aufbaumontage, Unternehmen, Ort
Aufbaumontage, Unternehmen, Ort
Aufbaumontage, Unternehmen, Ort

Bildungsweg

- Zentrale Bildungseinrichtung, Ort
Zentrale Bildungseinrichtung, Ort
Zentrale Bildungseinrichtung, Ort

Weiterbildung

- Weiterbildung der Weiterbildung
Weiterbildung der Weiterbildung
Weiterbildung der Weiterbildung

Smith M. Name

Financial Accountant
Accountant

BEWERBUNG

Als Lorem Ipsum Dolor
Sit Amet Consetetur
Sadipscing Bei Der
Musterfirma

Bewerbung als Stellenbezeichnung

Smith M. Name

Financial Accountant
Accountant

Firmenname

Lorem ipsum dolor sit amet.

Personalbildung

Lorem ipsum dolor sit amet.

Herrn/Frau Vorname Nachname

Lorem ipsum dolor sit amet.

Firmenstraße

Lorem ipsum dolor sit amet.

Stadt

Lorem ipsum dolor sit amet.

Ort, Tag, Monat, Jahr

Sehr geehrte Frau Müller,

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Mit freundlichen Grüßen

Smith M. Name

Monika Mustermann
Anlagen

✉ contactme@formstack.com
📍 Street address number 25

📞 Telefon +1800-40-123-456
📠 Email +1800-40-123-456



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Financial Accountant
Accountant

Geb. am

Lorem ipsum dolor sit amet.

Familienstand

Lorem ipsum dolor sit amet.

Nationalität

Lorem ipsum dolor sit amet.

Personal info

contactme@formstack.com

+1800-40-123-456

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Street address number 25

BILDUNGSWEG

Bezeichnung Studium

2015, Sep 2013 - May 2019

University

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

Wahlzettel

2015, Sep 2013 - May 2019

Zivildienst

2015, Sep 2013 - May 2019

Bundesfreiwilligendienst

2015, Sep 2013 - May 2019

University

Name der Schule

University, Hochschule, Hochschule

WEITERBILDUNG

Bezeichnung der Weiterbildung

2015, Sep 2013 - May 2019

University

Bezeichnung der Weiterbildung

2015, Sep 2013 - May 2019

University

BERUFSERFAHRUNG

Senior Accountant

2015, Sep 2013

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Smith M. Name

Financial Accountant Accountant

BEWERBUNG

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Bei Der Musterfirma

Smith M. Name

Financial Accountant Accountant

Ort, Tag, Monat, Jahr

Firmenname

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Personalabteilung

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Herrn/Frau Vorname Nachname

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Firmenstraße

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Mit freundlichen Grüßen

Smith M. Name

Monika Mustermann
Anlagen

✉ contactme@hotmail.com

📍 Street address number 23

📞 Telefon | +1800 40 123 456

📱 Mobil | +1800 40 123 456



Hello, I'm

Smith M. Name

Financial Accountant Accountant

Geb. am | Lorem ipsum dolor sit amet

Familienstand | Lorem ipsum dolor sit amet

Nationalität | Lorem ipsum dolor sit amet

✉ contactme@hotmail.com

📞 +1800 40 123 456

📞 +1800 40 123 456

📍 Street address number 23

BILDUNGSWEG

• Bezeichnung Studium

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Sep 2003 - May 2009

Formale

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• Wehrdienst

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WEITERBILDUNG

• Bezeichnung der Weiterbildung

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• Bezeichnung der Weiterbildung

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BERUFSERFAHRUNG

• Senior Accountant

📅 Since Nov 2016

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Shoot for the Moon in Your Career!

If you're unhappy and stuck in your career and job search, we can assist.

Our Services



Resume Writing



Workshops & Conferences



Career Coaching



Interview Training

Our Clients

- Job Changers
- Career Changers
- New Professionals
- Seasoned Professionals
- Unemployed
- Underemployed

Career Moon is a full-service career development firm. Let us help you shorten your job search and simplify your work life.



We Enlighten

Learn how to uncover your greatness



We Empower

Get the tools and resources to prosper



We Elevate

Take your career to the next level

Our Approach

We collaborate with you to close the gap between where you are now and where you desire to be in your career life.



cvshark

cvshark

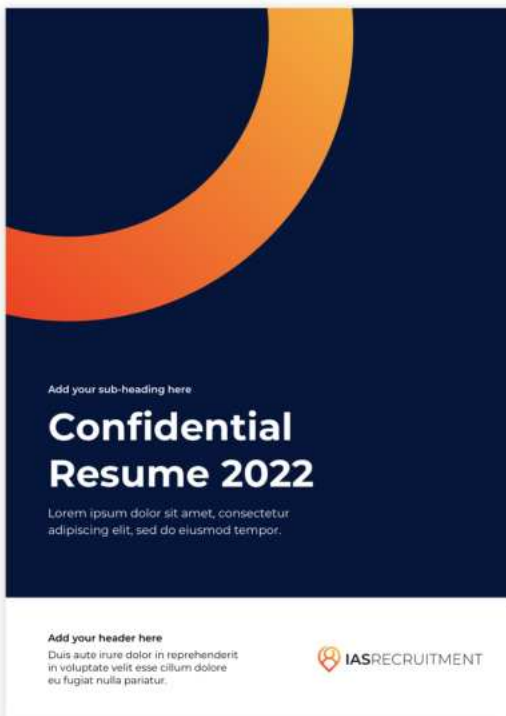
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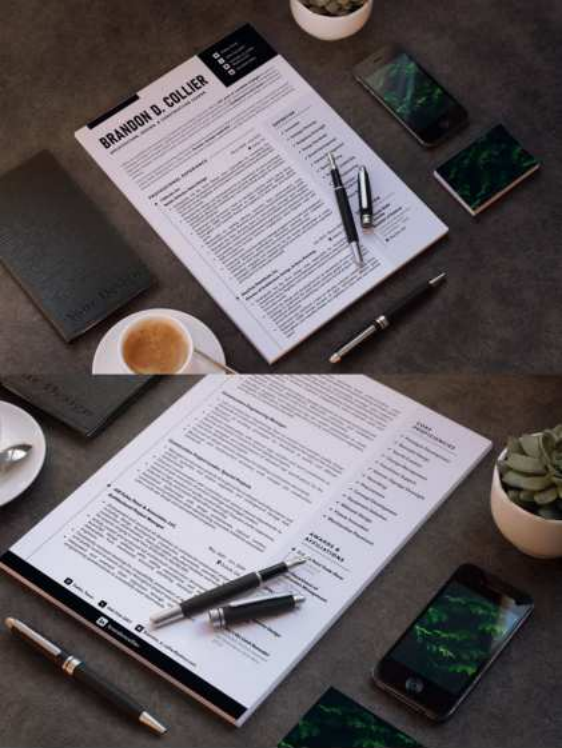


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BRANDON D. COLLIER

ARCHITECTURE, DESIGN, & CONSTRUCTION LEADER

 Dallas, Texas
 404-936-5897
 brandon_d_collier@yahoo.com
 brandoncollier

Highly accomplished and enterprising architecture and design executive offering **20+ years as a portfolio strategist** focused on managing all phases of strategic development planning, architectural/engineering design, brand development, & budgeting for large scale commercial retail projects. Proven track record of 10+ years in developing and leading best-in-class teams to implement business strategies and support overall company objectives through innovating in-store experience, store design, and construction methods.

Cross-functional partner extending influence at the executive level to ensure alignment with the mission, vision, and values of a brand culture while delivering best in class results. **Provides strategic leadership** in creating and adapting design standards across a diverse brand portfolio for cross-functional corporate initiatives in partnership with Merchandising, Marketing, and senior leadership.

PROFESSIONAL EXPERIENCE

 **7-Eleven, Inc.** March 2020 – July 2022
Senior Director, Store Design  Dallas, TX

- Strategically led the Store Design team responsible for innovating the comprehensive development and implementation of best-in-class retail designs for all new stores, flagships, and remodels to enhance brand performance and drive sales results.
- Directed the design and development for an assortment of iconic prototype buildings to modernize the retail brand, promote greater sales, and improve operational efficiencies establishing a new store format program for execution across the enterprise.
- Supervised and mentored a team to develop customer centric Quick Serve Restaurant (QSR) formats focused on labor optimization, efficient guest throughput, and impactful theater and sightlines to drive sales and maximize space.
- Responsible for leading effective executive level communication cross functionally to identify objectives and advance forward-thinking strategic goals.
- Managed the floor planning team to resourcefully leverage sales analytics informing the creation and implementation of profitable merchandising plans.
- Successfully created and implemented imaginative brand identities for various QSR concepts to increase customer engagement, value engineer costs, and drive consistency.
- Creatively supervised the exterior signage program to innovate and implement improved technical specifications, fabrication practices, and installation methods to value engineer costs and maximize brand awareness.
- Identified, engaged, and introduced top tier vendor partnerships to create synergistic collaboration, establish national accounts, and introduce negotiated pricing prior to construction handoff.

 **RaceTrac Petroleum, Inc.** July 2012 – March 2020
Director of Architecture, Design, & Store Planning  Atlanta, GA

- Strategically led the Store Design team responsible for innovating the comprehensive development and implementation of best-in-class retail designs for all new stores, flagships, and remodels to enhance brand performance and drive sales results.
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- Identified, engaged, and introduced top tier vendor partnerships to create synergistic collaboration, establish national accounts, and introduce negotiated pricing prior to construction handoff.

Construction Engineering Manager

- Led a Construction Engineering Team to exceed and maintain quality design standards of construction overseeing various projects throughout the southeast.
- Managed all building prototypes for standards of quality and efficient construction.
- Cultivated relationships with national sign vendors and local jurisdictions to develop and launch a formal in-house signage program.
- Created, managed, and administered all standard sign specifications for the new store development program.
- Procured all design services necessary for building construction documents.
- Monitored and implemented necessary code changes into construction standards.

Construction Project Leader, Special Projects

- Managed construction projects throughout the southeast including interior and exterior remodels, fuel system upgrades, and underground storage tank replacements.
- Directed communication with contractors and various internal departments to ensure proper execution of pre-bid meetings and budget creation.
- Upheld a high standard of quality control through frequent onsite inspections, materials testing, and project observation reporting.
- Established relationships with design professionals, national vendors, contractors and jurisdictions while representing corporate initiatives associated with a multi-site design and reinvestment programs.

 **Hill Foley Rossi & Associates, LLC.** May 2001 – Jun. 2009
Architectural Project Manager  Durham, GA

- Orchestrated and executed all disciplines of commercial construction projects including design development, construction documents, permitting, and construction administration. Executed within allocated timelines and budgets for projects ranging in costs from \$100,000 to \$4,000,000.
- Artfully created and produced full architectural construction documents using AutoCAD design software while setting expectations and managing deliverables from mechanical, structural, plumbing, electrical and civil engineers.
- Consistently reviewed drawings for compatibility, preservation of design intent, and quality control to ensure accuracy throughout project execution.
- Interpreted and assessed client objectives through interviews and programming questionnaires to successfully meet client needs.

EXPERTISE

- ✓ Innovation
- ✓ Strategic Planning
- ✓ Budgetary Oversight
- ✓ Design Standards
- ✓ Brand Development
- ✓ Vendor Management
- ✓ Space Planning
- ✓ Strategic Leadership
- ✓ Value Engineering
- ✓ Stakeholder Management
- ✓ Team Building

EDUCATION

-  **Kennesaw State University**
Bachelor of Science
 Construction Management, Level Development
 concentration - 2008
 Marietta, GA

CORE PROFICIENCIES

- ✓ Prototype Development
- ✓ Remodel Design
- ✓ Test-fit Creation
- ✓ Change Management
- ✓ Franchisee Support
- ✓ Exterior Signage Oversight
- ✓ Permitting
- ✓ Procurement
- ✓ Concept Development
- ✓ Equipment Selection
- ✓ Millwork Design
- ✓ Fixture Innovation
- ✓ Merchandise Placement

AWARDS & AFFILIATIONS

-  **C-Store Point Trade Show**
 Advisory Board, 2018 - current
-  **KSU Department of Construction Management**
 Advisory Board, 2016 - 2020
-  **SPECS** - Store Planning, Equipment, Construction & Services Dept.
 Advisory Board, 2015 - 2019
-  **CSP Magazine Design Award**
 2016
-  **Sky's the Limit Remodel** - Remodeler award presented by Construction Dive News
 2016

 Dallas, Texas  404-936-5897  brandon_d_collier@yahoo.com

 brandoncollier

LAUREN A. FAHEY

1604 St. Bart's Lane
Huntersville - NC 28078
P: --(000) 480-431-402
E: FaheyL@corning.com

EDUCATION

BACHELOR'S DEGREE IN SCIENCE : MARKETING

Western Kentucky University
2009

Study Abroad

ICN Business School, Metz, France
2008

UNDERGRADUATE ACCOMPLISHMENT AND HONORS

KAPPA DELTA SORORITY

Philanthropy Executive Chair
2006- 2009

WESTERN KENTUCKY UNIVERSITY

Greek Hall of Fame Inductee 2009
Alumni Scholarship Recipient 2005-2009
World Topper Scholarship 2008

PROFESSIONAL ACTIVITIES & AWARDS

CORNING

OPTICAL COMMUNICATIONS

Corning President Sales Circle- 2016
COC President Sales Club- 2015
Corning President Sales Club- 2015, 2016
Corning South Central MVP- 2015, 2016

CORNING CHARITABLE

CONTRIBUTIONS COMMITTEE

Board Member, 2020- present

CORNING DIVERSITY COUNCIL

Co-Lead / Founder Coaching Program
2020- present

WORK EXPERIENCE

GLOBAL PRODUCT LINE MANAGER, SIMPLEX DUPLEX ASSEMBLIES CORNING OPTICAL COMMUNICATION / Nov 2020 - present

Strategy:

- Responsible for global vision, strategy and business plan of 162 fiber assemblies in NAFTA, EMEA and APAC
- Created manufacturing and product plan to grow CDP in marketplace from 9% to 20% within 5-year period while managing 20% ROIC expectations for manufacturing capacity
- Built 5-year income statement and P&L for product line to grow from \$75M to \$155M at +40%GM
- Defined manufacturing plan to include innovative platform "Wolverine" and leveraged cross-functional manufacturing teams to drive product mix alignment during transformation
- Led regional team to create service plan to address Enterprise market service needs named Quick Connect program. In first 90 days, achieved 89% OTD, \$495,000 revenue and delivered 75% GA

Finance:

- Leverage financial decision-making and product life cycle models to create long-term value for both customer and organization
- Delivered 14% 5-year CAGR, product record revenue two years consecutively, \$70M and \$75M CF, and outpaced market growth by 5%
- Built 5-year income statement and P&L for product line to grow from \$73M to \$155M at +40%GM
- Deeply understands regional P&L, and impact of manufacturing excellence, capital intensive equipment, pricing, and product mix impacts
- Deployed Edge Jumper cost reduction of \$4/unit by shifting demand to global manufacturing assets

Leadership:

- Communicate and demonstrate AAA awareness to transform 9% market share, low margin product line into \$145M, 40% GM product line
- Support Global Business Team and Wolverine Steering Team as business lead for 162 fiber assemblies
- Support government affairs group to enhance product P&L to capture market funding of BEAD (rural broadband access) and better position product line against offshoring dynamics
- Created product value props to align willingness to pay and product fit/function value to market. Resulted in ASP growth of 27% in EDGE Jumper and 24% in LC/SC assemblies
- Created and leads a team of 5 for 162 Commercial Steering Team to create scalable business models
- Creatively developed and leveraged CM strategy to offer consigned-in region inventory and product qualification to enter market 24 months early
- Deep understanding of DC and LAN market application and product architecture

PROFESSIONAL ACTIVITIES & AWARDS

CORNING PROFESSIONAL

WOMENS FORUM

ERG Vice President 2017-2 018
Advisor 2018- 2019
Member 2019- current

SAMA

Strategic Account Management
Association, Certification, 2017

WOMEN

IN LEADERSHIP/ SHRM

Linkage Advancing Women Leaders,
Participant 2022

50/50 WOMEN ON BOARDS

Member, 2021- present

YWCA

1902 Member, 2021- present

REFERENCES

REFERENCES NAME

Company Name / Job Position
R +123 456 7890
E: companyinfo@example.com

REFERENCES NAME

Company Name / Job Position
R +123 456 7890
E: companyinfo@example.com

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R +123 456 7890
E: companyinfo@example.com

REFERENCES NAME

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R +123 456 7890
E: companyinfo@example.com

WORK EXPERIENCE...

STRATEGIC ACCOUNT MANAGER

Global Datacenter, Charlotte, NC / Aug 2018 - Nov 2020

- Led global team of 3 sellers to achieve +\$50M of new business within a two-year period
- Developed account strategy and vision to support company initiative of datacenter growth in Google global account; resulted in 2x growth in 3 year period
- Communicated up/down cross-functionally to create alignment and support for transformational strategy needed to advance account plan
- Coached sellers on technical product value and negotiated win/win opportunities to maximize customer value and deliver business objectives
- Partner with VP Product Line Management and VP Manufacturing, to support Commercial OCS
- global market demand thru capital allocation supporting \$180M datacenter business unit (stretch assignment)

STRATEGIC ACCOUNT MANAGER

Global Coordination, Charlotte NC / Jun 2017 - Aug 2018

- Provided strategy and global alignment to sales leadership resulting in 97% achievement of \$614M revenue plan; 11% WY growth
- Successfully launched the Schneider Electric partnership to capture new revenue in untapped vertical market of EMS. Negotiated contract T&C and received favorable position for corporation
- Articulated technical subject matter expertise to secure position in key global accounts; maintained win rate of >70%
- Led monthly EMEA and APAC sales meetings for high-level project coordination and strategy decisions
- Created SFDC reports measuring success and formed central communication tool for leadership
- Managed \$35,000 independent T&E budget

SALES ENGINEER

Enterprise Sales, Scottsdale, AZ / Dec 2014 - Jan 2017

- Managed sales functions in AZ, NM, and WTX to support Enterprise Networks revenues of \$20M as individual contributor
- Delivered 149% of budget and 47% WY thru demonstration of technical aptitude and application knowledge; earned top sales engineer in company history by driving territory from \$9M to \$20M
- Managed full eco-system by demonstrating subject matter expertise within product knowledge, market application, pricing strategy, and new business demand creation
- Managed \$20,000 independent T&E budget

TERRITORY SALES MANAGER, DENVER, CO

General Cable Corporation (Physonan S.P.A.) / Mar 2012 - Dec 2014

- Managed all sales functions in given region of CO, UT, and WY to support Communications Channel (3 MPG's) and revenues of \$8M+ as individual contributor
- Received Outstanding Sales Growth award for 2013 performance; 126% of plan

SALES TRAINING PROGRAM, CINCINNATI, OH

May 2011 - Mar 2012

- Successfully completed the Sales Training Program at General Cable, a rotational program consisting of Sales and Business Team responsibilities in OEM Sales Channel

LAUREN A. FAHEY

GLOBAL PRODUCT LINE MANAGER

CONTACT

- 📍 9604 St. Barr's Lane Huntersville, NC 28078
- 📞 480-431-4028
- ✉ Faheyla@corning.com

EDUCATION

- 2009 • Bachelor's Degree in Science: Marketing Western Kentucky University
- 2008 • Study Abroad ICN Business School, Metz, France

PROFESSIONAL ACTIVITIES AND AWARDS

► CORNING OPTICAL COMMUNICATIONS

- ★ Corning President Sales Circle 2016
- ★ COC President Sales Club 2015
- ★ Corning President Sales Club 2015 & 2016
- ★ Corning South Central MVP 2015 & 2016

► CORNING CHARITABLE CONTRIBUTIONS COMMITTEE

- ★ Board Member (2020- present)

► CORNING DIVERSITY COUNCIL

- ★ Co-Lead / Founder Coaching Program (2020- present)

► CORNING PROFESSIONAL WOMENS FORUM

- ★ ERG Vice President (2017-2018)
- ★ Advisor (2018-2019)
- ★ Member (2019-current)

► SAMA (Certification)

- ★ Strategic Account Management Association (2017)

► WOMEN IN LEADERSHIP/ SHRM

- ★ Linkage Advancing Women Leaders Participant (2022)

WORK EXPERIENCE

► CORNING OPTICAL COMMUNICATION

Global Product Line Manager, Simplex Duplex Assemblies (November 2020- present)

● Strategy

- Responsible for global vision, strategy and business plan of 1&2 fiber assemblies in NAFTA, EMEA and APAC.
- Created manufacturing and product plan to grow CDP in marketplace from 9% to 20% within 5-year period while managing 20% ROIC expectations for manufacturing capacity
- Built 5-year income statement and P&L for product line to grow from \$75M to \$155M at >40%GM.
- Defined manufacturing plan to include innovative platform "Wolverine" and leveraged cross-functional manufacturing teams to drive product mix alignment during transformation
- Led regional team to create service plan to address Enterprise market service needs named Quick Connect program. In first 90 days, achieved 89% OTP, \$495,000 revenue and delivered 75% GM.

● Finance

- Leverage financial decision-making and product life cycle models to create long-term value for both customer and organization.
- Delivered 14% 5-year CAGR, product record revenue two years consecutive, \$70M and \$75M CF, and outpaced market growth by 5%.
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- Deployed Edge Jumper cost reduction of \$4/unit by shifting design to global manufacturing assets.

● Leadership

- Communicate and demonstrate AAA awareness to transform 9% margin product line into \$145M, 40% GM product line.
- Communicate and demonstrate AAA awareness to transform 9% margin product line into \$145M, 40% GM product line.
- Support Global Business Team and Wolverine Steering Team as business owner for 1&2 assemblies.
- Support government affairs group to enhance product P&L to capture funding of BEAD (rural broadband access) and better position product line against offshoring dynamics.
- Created product value props to align willingness to pay and product function to value to market. Resulted in ASP growth of 27% in EDGE Jumper assemblies in LC/SC assemblies.
- Created and leads a team of 5 for 1&2 Commercial Steering Team to create scalable business models.
- Creatively developed and leveraged CM strategy to offer consistent region inventory and product qualification to enter market 24 months early. Deep understanding of DC and LAN market application and product architecture.



Lauren A. Fahey

GLOBAL PRODUCT LINE MANAGER

WORK EXPERIENCE

CORNING OPTICAL COMMUNICATION | Nov 2020 - present
Global Product Line Manager, Simplex Duplex Assemblies

Strategy:

- Responsible for global vision, strategy and business plan of 1&2 fiber assemblies in NAFTA, EMEA and APAC
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- Leverage financial decision-making and product life cycle models to create long-term value for both customer and organization
- Delivered 14% 5-year CAGR, product record revenue two years consecutively, \$70M and \$75M CF, and outpaced market growth by 5%
- Built 5-year income statement and P&L for product line to grow from \$75M to \$155M at +40%GM
- Deeply understands regional P&L and impact of manufacturing excellence, capital intensive equipment, pricing, and product mix impacts
- Deployed Edge Jumper cost reduction of \$4/unit by shifting demand to global manufacturing assets

Finance:

- Communicate and demonstrate AAA awareness to transform 9% market share, low margin product line into \$145M, 40% GM product line
- Support Global Business Team and Wolverine Steering Team as business lead for 1&2 assemblies
- Support government affairs group to enhance product P&L to capture market funding of BEAD (rural broadband access) and better position product line against offshoring dynamics

Contacts

- 9604 St. Bart's Lane
Huntersville - NC 28078
- +(800) 480-431-4028
- FaheyLa@corning.com

EDUCATION

BACHELOR'S DEGREE IN SCIENCE - MARKETING
Western Kentucky University
2009

STUDY ABROAD
ICM Business School, Metz, France
2008

UNDERGRADUATE ACCOMPLISHMENT AND HONORS

KAPPA DELTA SORORITY
Philanthropy Executive Chair
2006-2009

WESTERN KENTUCKY UNIVERSITY
Greek Hall of Fame Inductee 2009
Alumni Scholarship Recipient 2005-2009
World Topper Scholarship 2008

PROFESSIONAL ACTIVITIES & AWARDS

CORNING OPTICAL COMMUNICATIONS
Corning President Sales Circle - 2018
COC President Sales Club - 2015
Corning President Sales Club - 2019 and 2016
Corning South Central MVP - 2019 and 2016

CORNING CHARITABLE CONTRIBUTIONS COMMITTEE
Board Member, 2020- present

WORK EXPERIENCE...

- Created product value props to align willingness to pay and product fit/function value to market. Resulted in ASP growth of 27% in EDGE Jumper and 26% in ICSC assemblies.
- Created and leads a team of 5 for 1&2 Commercial Steering Team to create viable business models
- Creatively developed and leveraged CM strategy to offer consigned-in region inventory and product qualification to enter market 24 months early
- Deep understanding of OC and LAN market application and product architecture

STRATEGIC ACCOUNT MANAGER | Aug 2018 - Nov 2020
Global Datacenter, Charlotte, NC

- Led global team of 3 sellers to achieve +\$50M of new business within a two-year period
- Developed account strategy and vision to support company initiative of datacenter growth in Google global account; resulted in 2x growth in 3-year period
- Communicated up/down cross-functionally to create alignment and support for transformational strategy needed to advance account plan
- Coached sellers on technical product value and negotiated win/win opportunities to maximize customer value and deliver business objectives
- Partner with VP Product Line Management and VP Manufacturing to support Commercial OCS global market demand thru capital allocation supporting \$180M datacenter business unit (stretch assignment)

STRATEGIC ACCOUNT MANAGER | Jun 2017 - Aug 2018
Global Coordination, Charlotte NC

- Provided strategy and global alignment to sales leadership resulting in 97% achievement of \$614M revenue plan, 11% YOY growth
- Successfully launched the Schneider Electric partnership to capture new revenue in untapped vertical market of BMS. Negotiated contract T&C and received favorable position for corporation
- Articulated technical subject matter expertise to secure position in key global accounts; maintained win rate of >70%
- Led monthly EMEA and APAC sales meetings for high-level project coordination and strategy decisions
- Created SFDC reports measuring success and formed central communication tool for leadership
Managed \$35,000 independent T&E budget

SALES ENGINEER | Dec 2014 - Jun 2017
Enterprise Sales, Scottsdale, AZ

- Managed sales functions in AZ, NM, and WTX to support Enterprise Networks revenues of \$30M as individual contributor
- Delivered 149% of budget and 47% YOY thru demonstration of technical aptitude and application knowledge; earned top sales engineer in company history by driving territory from \$9M to \$20M
- Managed full eco-system by demonstrating subject matter expertise within product knowledge, market application, pricing strategy, and new business demand creation
- Managed \$20,000 independent T&E budget

WORK EXPERIENCE...

TERRITORY SALES MANAGER, DENVER, CO
Mar 2012 - Dec 2014
General Cable Corporation (Prysmian S.P.A.)

- Managed all sales functions in given region of CO, UT, and WY to support Communications Channel (3 MRC's) and revenues of \$8M+ as individual contributor
- Received Outstanding Sales Growth award for 2013 performance; 126% of plan

SALES TRAINING PROGRAM, CINCINNATI, OH
May 2011 - Mar 2012

- Successfully completed the Sales Training Program at General Cable, a rotational program consisting of Sales and Business Team responsibilities in OEM Sales Channel

PROFESSIONAL ACTIVITIES & AWARDS

CORNING DIVERSITY COUNCIL
Co-Lead / Founder Coaching Program
2020- present

CORNING PROFESSIONAL WOMENS FORUM
ERG Vice President 2017-2018
Advisor, 2018-2019
Member 2019-current

SAMA
Strategic Account Management Association
Certification, 2017

WOMEN IN LEADERSHIP SHRM
Linkage Advancing Women Leaders Participant
2022

50/50 WOMEN ON BOARDS
Member, 2021- present

YWCA
1902 Member, 2021- present

THANK YOU!



Lauren A. Fahey

Position Here



9504 DL Bart's Lane
Huntersville, NC 28078
480-431-4028
Fahyla@corning.com

PROFESSIONAL EXPERIENCE

Corning Optical Communication

Global Product Line Manager, Simplex Duplex Assemblies
November 2020- present

Strategy :

- Responsible for global vision, strategy and business plan of 1&2 fiber assemblies in NAFTA, EMEA and APAC
- Created manufacturing and product plan to grow COP in marketplace from 9% to 20% within 5-year period while managing 20% ROIC expectations for manufacturing capacity
- Built 5-year income statement and P&L for product line to grow from \$75M to \$155M at >40%GM
- Defined manufacturing plan to include innovative platform "Wolverine" and leveraged cross-functional manufacturing teams to drive product mix alignment during transformation
- Led regional team to create service plan to address Enterprise market service needs named Quick Connect program. In first 90 days, achieved 80% OTP, \$425,000 revenue and delivered 75% GM.

Finance :

- Leverage financial decision-making and product life cycle models to create long-term value for both customer and organization
- Delivered 14% 5-year CAGR, product record revenue two years consecutively, \$70M and \$75M CF, and outpaced market growth by 5%
- Built 5-year income statement and P&L for product line to grow from \$75M to \$155M at >40%GM
- Deeply understands regional P&L and impact of manufacturing excellence, capital intensive equipment, pricing, and product mix impacts
- Deployed Edge Jumper cost reduction of \$4/unit by shifting demand to global manufacturing assets.

Leadership :

- Communicate and demonstrate AAA awareness to transform 0% market share, low margin product line into \$145M, 40% GM product line
- Support Global Business Team and Wolverine Steering Team as business lead for 1&2f assemblies
- Support government affairs group to enhance product P&L to capture market funding of BEAD (rural broadband access) and better position product line against offshoring dynamics
- Created product value props to align willingness to pay and product flow/function value to market. Resulted in ASP growth of 27% in EDGE Jumper and 24% in LC/SC assemblies
- Created and leads a team of 5 for 1&2f Commercial Steering Team to create scalable business models
- Creatively developed and leveraged CM strategy to offer consigned-in region inventory and product qualification to enter market 24 months early
- Deep understanding of DC and LAN market application and product architecture

Strategic Account Manager, Global Datacenter, Charlotte, NC
August 2018- November 2020

- Led global team of 3 sellers to achieve >\$50M of new business within a two-year period
- Developed account strategy and vision to support company initiative of datacenter growth in Google global account; resulted in 2x growth in 3-year period
- Communicated up/down cross-functionally to create alignment and support for transformational strategy needed to advance account plan
- Coached sellers on technical product value and negotiated win/win opportunities to maximize customer value and deliver business objectives
- Partner with VP Product Line Management and VP Manufacturing to support Commercial OCS global market demand thru capital allocation supporting \$180M datacenter business unit (stretch assignment)

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June 2017- August 2018

- Provided strategy and global alignment to sales leadership resulting in 97% achievement of \$614M revenue plan; 11% YoY growth
- Successfully launched the Schneider Electric partnership to capture new revenue in untapped vertical market of BMS. Negotiated contract T&C and received favorable position for corporation
- Articulated technical subject matter expertise to secure position in key global accounts; maintained win rate of >70%
- Led monthly EMEA and APAC sales meetings for high-level project coordination and strategy decisions
- Created SFDC reports measuring success and formed central communication tool for leadership
- Managed \$35,000 independent T&E budget

Sales Engineer, Enterprise Sales, Scottsdale, AZ
December 2014- June 2017

- Managed sales functions in AZ, NM, and W.TX to support Enterprise Networks revenues of \$20M as individual contributor
- Delivered 149% of budget and 47% YoY thru demonstration of technical aptitude and application knowledge; earned top sales engineer in company history by driving territory from \$8M to \$29M
- Managed full eco-system by demonstrating subject matter expertise within product knowledge, market application, pricing strategy, and new business demand creation
- Managed \$20,000 independent T&E budget

GENERAL CABLE CORPORATION (Prysmian S.p.A.)

Territory Sales Manager, Denver, CO
March 2012- December 2014

- Managed all sales functions in given region of CO, UT, and WY to support Communications Channel (3 MPG's) and revenues of \$8M+ as individual contributor
- Received Outstanding Sales Growth award for 2013 performance: 126% of plan

Sales Training Program, Cincinnati, OH
May 2011- March 2012

- Successfully completed the Sales Training Program at General Cable, a rotational program consisting of Sales and Business Team responsibilities in OEM Sales Channel

PROFESSIONAL ACTIVITIES AND AWARDS

CORNING OPTICAL COMMUNICATIONS,

Corning President Sales Circle-2016, COC President Sales Club-2015, Corning President Sales Club-2016 and 2018, Corning South Central MVP-2015 and 2016

CORNING CHARITABLE CONTRIBUTIONS COMMITTEE,

Board Member, 2020- present

CORNING DIVERSITY COUNCIL,

Co-Lead / Founder Coaching Program, 2020- present

CORNING PROFESSIONAL WOMENS FORUM,

ERG Vice President, 2017-2018; Advisor, 2018-2018; Member 2018-current

SAMA,

Strategic Account Management Association, Certification, 2017

WOMEN IN LEADERSHIP/SHRM,

Linkage Advancing Women Leaders, Participant 2022

50/50 WOMEN ON BOARDS,

Member, 2021- present

YWCA,

1922 Member, 2021- present

UNDERGRADUATE ACCOMPLISHMENT AND HONORS

KAPPA DELTA SORORITY,

Phi-Kappa Executive Chair, 2006-2008

WESTERN KENTUCKY UNIVERSITY,

Greek Hall of Fame Inductee 2008, Alumni Scholarship Recipient 2005-2008, World Topper Scholarship 2008

EDUCATION

Bachelor's Degree in Science: Marketing,

Western Kentucky University, 2009

Study Abroad: ICN Business School,

Metz, France, 2008



JEN CAPASSO

DIRECTOR

📍 Silicon Valley, CA 94062 | 📞 213.590.6730 | ✉️ jencapasso@gmail.com | 🔗 [linkedin.com/in/jen-capasso/](https://www.linkedin.com/in/jen-capasso/)

PROFILE

Diversified Marketing Communications leader with experience in consumer, automotive and robotics, who thrives on bringing products to a global market via brand strategy, communication plans, storytelling and thought leadership. Proven ability in generating double-digit sales growth via product launches and demystifying technologies while managing multimillion-dollar budgets.

SKILLS

- Brand Marketing
- Media Relations
- Thought Leadership
- Experience/Events
- Digital Content Strategy
- GTM Strategy

EDUCATION

MBA IN MARKETING
California State University Long Beach

BS IN APPAREL DESIGN
University of Delaware

INTERESTS

Motorports | Yoga | Meditation

EMPLOYMENT

- **POLESTAR CARS | SEP 2022 – Present**
Corporate Communications (contract)
 - Responsible for deploying effective messaging and earned media strategies, including executive presentations, press releases, photographs, assets, social media content and coaching executives for public speaking engagements.
- **IRON OX - CALIF.**
Senior Director of Communications
 - Created and led the brand's first holistic communication strategy, including PR, thought leadership, government & investor relations, events and experiential greenhouse tours.
 - Developed and implemented their strategic and holistic communication program. Increased editorial placements, speaking opportunities and elevated Iron Ox from Ox to be the AgTech expert in combating climate change through plant science, robotics and AI.
 - Created and managed the internal communication strategy to a fast-growing team with constant messaging updates so that all team members spoke from the same script.
- **VOLTA CHARGING - CALIF. JUN 2019 – AUG 2021**
Senior Director of Communications
 - Responsible for communication strategy including PR, thought leadership, government & investor relations, events, digital and social media.
 - Developed and executed the internal and external communication plan for Volta's three target audiences: site partners, advertisers and electric vehicle drivers.
 - Developed the C-suite info thought leaders in the EV charging space, including media training, presentations, and securing and delivering speaking engagements. Led communications from Series C through to public listing.
- **MAYFIELD ROBOTICS - CALIF.**
Senior Marketing Communications Manager
 - March 2017 – October 2020Responsible for the 360 Communications strategy of consumer launch
 - Developed and executed content strategy across social, digital and traditional media outlets.
 - Established executives as thought leaders in robotics.
 - Demystified robot prototypes on live TV, in large format presentations, for media and opinion leaders.
 - Robot was featured on the Today Show, KISSW, TED and in all the technology media outlets.
 - Consumer sales trajectory from zero to sold out in five months.

JEN CAPASSO

EMPLOYMENT

- **SPECIALIZED BICYCLE COMPONENTS - CALIF.**
Global Co-to-Market Leader
 - Created the blueprint for delivering Specialized's global GTM strategy.
 - Led the Global brand and creative teams through the GTM process for major projects by clarifying key characteristics, and driving alignment across brand categories, marketing functions and local markets.
 - Strategic leader in shifting Specialized from a product-oriented to a brand-oriented culture and from B2B to B2C.
 - Created new digital presence with the Web Dev team that was focused on storytelling and connecting with the consumer.
 - Developed and enhanced the communication system between the 29 regional offices and headquarters.
 - Identified and was selected to drive multiple transformations in a turn-around situation, resulting in leaders trusting the role, which led to increased sales globally.
 - Crafted and delivered brand messages through strategic channels including digital B2B, B2C, CRM, DAM, social, print, public relations and events.
 - Managed marketing teams in Canada, U.K., China, and USA while analyzing and hiring talent to build the
 - Local teams. All four countries experienced sales increases.
 - Led co-branding opportunities with McLaren, Yamaha and Kubota.
 - Created brand ambassador program with non-cycling athletes, increasing social media reach 10x.
 - Began as Global Marketing Communications Manager and was promoted after four years.
- **MAZDA RACEWAY LAGUNA SECA - CALIF.**
Public Relations Manager
 - Global communications activations focused on large-scale consumer events
 - Increased media placements by 56 percent, with a 30 percent decrease in budget.
 - Responsible for all communications, protection of talent and management of the international press.
 - Created sponsorship opportunities with Mazda, Yamaha and Red Bull generating \$M in additional revenue.
- **HYUNDAI/KETCHUM - CALIF.**
Senior Account Supervisor
 - Oversaw Hyundai-Motor account.
 - Responsible for media relations, press materials, launches, events and press conferences.
 - Re-launched the brand via new textbook campaigns such as the 10-year warranty and 2008 Super Bowl activation.
- **HONDA/THE ROGERS GROUP - CALIF.**
Management Supervisor
 - Managed all activities for Honda's automotive public relations.
 - Managed the team responsible for media relations, executive presentations, press materials, vehicle launches, events and press conferences.
 - Responsibilities included strategic communications planning, messaging, writing executive speeches, and auto shows, with an emphasis on new technologies.

PROFESSIONAL EXPERIENCE

XL Medica

Senior Sales Representative (May 2014 to December 2019) United States

- Spearheaded marketing campaign to promote medical device technology and services driving demand generation, growth, and awareness which drove 20% YOY growth for the organization.
- Executed transformational revenue growth strategy for client's practices which increased procedure by 450%.
- Leveraged technical expertise in FDA regulation and compliance of products, advancing strategies to help drive segmentation, differentiation, and mitigate risk for key accounts.
- Through extensive subject matter expertise and technical product knowledge, positioned strategy for target customer segment which resulted in 12% YOY growth for client's private

Stryker

Sports Medicine Surgical Sales Representative (April 2013 to April 2014)

- Coached surgeons on implant implementation in the operating room - achieved 80% accept target accounts.
- Managed supply chain, all instrumentation, and implant inventory logistics for the Hawaiian Territory which expanded market share by 25% for multiple target segments.
- Championed as the subject matter expert driving growth and awareness down new product achieved 100% acceptance rate in DOD contracts.

Biomet

Biologics and Biomaterials Surgical Sales Representative (November 2010 to April 2013)

- Championed as #1 sales representative in the entire Biologics division of Q4 FY2011 by crea proposition and leveraging deep understanding of target's buying behavior.
- Managed \$1 million territory by capitalizing on opportunity creation through penetrating the product portfolio growth, launching revolutionary products to market.
- Led front-line team to exceed 100% of quota by executing disruptive data-driven strategie large hospital contracts.

Lujan Marketing Group, LLC

Founder, Practice Development and Marketing (June 2009 to November 2010)

- Launched aggressive marketing and advertising campaign for client's institute which ignite generation by increasing volume of regenerative interventions for cell therapy by 42%.
- Positioned and developed brand management for world class physician group at the Europ conference series for the International Society for Cell Therapy - leveraged industry relatio KOLs.

NATALIE GARCIA PAAVOLA | MBA

940.206.6064
nataliemareepaavola@gmail.com
linkedin.com/in/natalie-garcia-paavola
Charlotte, NC

PROFESSIONAL BIO

Natalie Garcia Paavola. Proven career progression with extensive front-line record delivering new products to competitive markets for Fortune 500 companies and start-ups.

EDUCATION

Wake Forest University - Uptown (2022) | Charlotte, NC
Master of Business Administration, Business Analytics.

The University of Michigan (2008) | Ann Arbor, MI
Bachelor of Arts, Brain, Behavior & Cognitive Science .

AWARDS & ACHIEVEMENTS

- 1st place in capstone global simulation, Wake Forest University, Graduate School of Business.
- Featured in Wake Forest MBA marketing campaign alongside a select group of student, faculty, and alumni spotlights.
- Sales performance recognition, Biomet Biologics.

TECHNICAL PROFICIENCIES

- Languages: Spanish (advanced), Portuguese (beginner).
- Data Analysis: SQL, Python, Tableau.
- Transformational marketing strategies.
- Innovative thinker.
- Excellent written and verbal communication .
- Industry Tools: Microsoft Office.
- Distribution channel, sales ecosystem & Adaptable.

COMMUNITY ENGAGEMENT

- Christian Montessori School of Lake Norman, Parent Teacher Organization.
- University of Michigan Alumni Club of Charlotte, Board Member.
- Military Spouse.





John Doe

City



Years of experience

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Education

Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudandae sint.



Short introduction about candidate

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Skillset

Java



Spring Boot



Proxmox



MongoDB



Python



Kafka



Tekton



AWS



Flutter



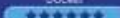
Terraform



Testing: JUnit



Docker



Git



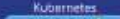
Scrum



Web programming



Kubernetes



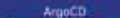
Angular



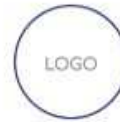
Vue.js



ArgoCD



Projects



LOGO

Company Name

Java Developer - Airport Operations Planning
05.2023 - present

Description of the project

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Skills

Java

Spring Boot

Proxmox

MongoDB

Python

Kafka

Tekton

AWS

Anita Leidli



Anita507722@gmail.com | www.anitagetsboulder.com

PROFESSIONAL EXPERIENCE

- ▶ **Rallysport Health and Fitness Club** 📅 October 2019-Present
Fitness Instructor
- Developed a Women's Weight Training Class incorporating resistance weights and strength movements.
 - Women's Health and Wellness Advocate
- ▶ **First Light Home Care** 📅 September 2016- May 2018
Caregiver and Personal Care Assistant 📍 Louisville, Colorado
- Provided in-home care assistance for elderly and disabled clients. This included assistance with Activities of Daily Living- meal preparation, self-care and transporting clients to and from appointments.
 - Provided education for clients to maintain or improve independence in a least restrictive environment.
 - Worked alongside family members to foster clients' independence and offer help when needed.
 - Offered Stress Management techniques to clients and family members. This included listening to needs, teaching breathing, relaxation, and meditation techniques.
- ▶ **HealthQuest Fitness Club** 📅 January 2016-June 2016
Yoga YTT 200 Fitness Instructor 📍 Flemington, New Jersey
- Taught multiple group yoga classes incorporating various yoga stretching and strengthening techniques.
 - Provided Education with meditation and mindfulness
 - Teaching style focused on Ashtanga, Vinyasa, and Yin Yoga
 - Taught Children's Yoga Class with personal attention on relaxation and self control, building confidence, body awareness, and personal awareness
- Yoga Instructor,*
- Taught group Yoga class at local Athleta Stores
 - Taught individual Yoga in home care setting
 - Taught group Yoga class at Trepta Yoga, Far Hills, New Jersey
- ▶ **Volunteer Certified Emergency Medical Technician** 📅 September 2004-February 2006
📍 Somerset County, Somerset, New Jersey
- ▶ **Boulder Manor, Boulder, Colorado** 📅 April 1995- June 1997
- ▶ **St. John's Rehabilitation Hospital** 📅 August 1993-April 1995
Certified Occupational Therapy Assistant 📍 Ventura, California



EDUCATION

CINCINNATI
TECHNICAL
COLLEGE
1993
SEPTEMBER
Certified
Occupational
Therapy Assistant

UNIVERSITY OF
CINCINNATI
COLLEGE OF
EDUCATION
1986
SEPTEMBER
-
1991
MAY

CERTIFICATIONS

REGISTERED
PSYCHOTHERAPIST,
BOULDER, COLORADO
Offering individual client
hypnotherapy sessions with focus
on healing traumas, relationships,
pain, or any issue that impairs
one's ability to live in a
non-stressed situation.

LEVEL 2 NEUROKINETIC
THERAPY INSTRUCTOR
Using a form of manual muscle
testing to determine dysfunctional
movement patterns. A bodywork
modality used as an assessment
and rehabilitation technique for
injuries.

FOOTHILL ELEMENTARY
SCHOOL, BOULDER,
COLORADO
Duties include: front desk
assistance helping administration
answer phone calls, monitor
personnel coming into and out of
the school, assist teachers with
classroom projects. This enabled
me to become better acquainted
with the staff and students
throughout the school.



