

A strong, driven, self-directed professional with over 15 years of marketing, operational and managerial experience with a proven track record for translating company objectives into viable action plans that have consistently exceeded expectations, increased sales and improved operational efficiency. Strengths include excellent oral and written communication skills, exceptional ability to manage large complicated team oriented projects, and thrives when managing and coordinating multiple projects.

## PROFESSIONAL STRENGTHS

Leader/Decision Maker  
Facilitator/Motivator

Team Builder  
Problem Solver

Organizer/Planner  
Marketing/Sales

Communicator/Trainer  
Turnaround/Startup

## PROFESSIONAL EXPERIENCE

### 2004-2007 THE PEERLESS GROUP, Columbia, SC

The Peerless Group is an international real estate and development company with an asset base of \$195 million with current projects of approximately \$446.5 million.

#### Director of Marketing and Retail

Directed all marketing collateral development, events, leasing and promotions for a controversial 300 million dollar redeveloped mixed-use center (Midtown at Forest Acres) in Columbia, SC

- Built solid relationships with the local government agencies and the business community to develop positive community support for the project.
- Coordinated the team that planned and developed the submittal of the PDD (Planned Development District) proposal to rezone the 34-acre property. The submittal was passed.
- Developed new identity campaign and all marketing collateral, which local government, business agencies and the community positively received.
- Led tenant program, which increased tenant leases even through significant transition.

#### Operations Manager

Led a team that opened multiple shopping venues within a traditional center, to gain positive perception within the community about the redevelopment project.

- Directed a senior staff of 5 and 250 employees.
- Planned and coordinated marketing campaigns, which increased sales 30%.
- Coordinated the merchandise purchases, supervised human resources as well as all operational activities.

### 2003-2004 THE CORPORATION FOR GREAT ENTERPRISE, Charlotte, NC

The Corporation for Great Enterprise specializes in helping successful entrepreneurs and small businesses grow and maximize potential profits and increase business capacity.

**Relations Manager** - Managed community relations for the Institute for Enterprise Builders.

- Coordination and development new clients. Our client base went up 27%.
- Created and implemented training programs for all senior level clients.

### 2002-2003 THE COUNTING COMPANY, Charlotte, NC

The Counting Company specialized in inventorying household & business possessions.

**President/CEO** - Opened innovative inventory company that worked with insurance companies and homeowners to create digital and paper records of possessions for security and insurance purposes.

### 2001 LICOM SYSTEMS, Charlotte, NC

Licom, a multi-million dollar international firm, offered world-class design and manufacturing software for the engineering, woodworking, stone and retail industries.

**Data Base Manager** - Reconstructed / managed database and provided customer relations.

- Customer communication and database reconstruction resulted in a 32% increase in reorder sales.

## **1998-2001 SMARTCARD RETAIL SYSTEMS, Charlotte, NC**

SmartCard Retail Systems, based in Atlanta, Georgia, was the first company to move electronic cash cards into the marketplace by creating innovative new marketing and hardware for the industry.

**Vice President of Operations and Marketing** - Responsible for the operation of the national electronic cash program in 4 states with 965 vendors with combined sales of over 9 million dollars.

- Coordinated with vendors national headquarters to facilitate improved communication and build an on-going relationship which strengthened our position in the market and gained communication efficiency.
- Led the launch of 5 centers in 3 months. Coordinated contractors for internal structures and training of all employees. Results: All 5 centers launched on schedule and achieved the customers' goals.
- Responsible for a senior staff of 6 and more than 300 employees.

**Regional Manager** - Responsible for the operations of three centers in North Carolina, including management training and relationship building with merchants and centers.

- Developed an clonable operations/marketing system for opening future locations.
- Developed training material to introduce SmartCard and trained the employees of 350 merchants with 3,400 employees in two centers in three months. Increase sales by 3 million.

**Manager** - Responsible for the day-to-day operations of the SouthPark center with 30 employees overseeing 125 merchants.

- Organized grand opening, developed all paperwork, procedures and operational policies. First year sales were \$500,000.
- Designed inventory controls, accounting standards and established procedures which were used for each subsequent center opening.

## **1997-1998 DPI, Charlotte, NC**

DPI (formally Franklins Printing) provides small and medium format spot and full color printing to medium and large businesses.

**Sales Manager** - Responsible for supervising the sales staff, bringing in new clients and coordinating orders between customers and production staff or outside vendors. Also developed an updated identity campaign, which included new logo, business cards and marketing collateral.

- Led team that sold printing and marketing services, increased sales 30%.
- Signed the largest single sales contract in company history.
- Increased number of large volume customers by 15%, thus diversifying and strengthening the customer base.

## **1993-1997 FAISON ENTERPRISES, Inc., Charlotte, NC**

Faison Enterprises, Inc., a privately-owned real estate development and investment company with properties valued at approximately \$1 billion, is active throughout the Southeast, Mid-Atlantic and Northeast regions.

**Customer Service Specialist** - Implemented company-wide structured communication system for 18 customer service centers located across the United States. Designed and implemented a customer service training program for managers and their staff members.

- Radically improved customer service throughout the company, resulting in reduced turnover, increased morale of customer service staff and increased positive customer comments.

**Customer Service Manager** - Responsible for all aspects of operations.

- Designed and executed the 110% Customer Service Program for the Center through training of center staff, merchants and their employees.

## **EDUCATION**

Bachelor of Science, Education - University of North Carolina at Greensboro

## **COMMUNITY SERVICE**

1998 - Present

**Metrolina Aids Project/Regional Area Interfaith Network**, Charlotte, NC

1999 - Present

**LYLAS**, Charlotte, NC Girls empowerment group

2000 - 2003

**SABU International School**, Guinea, West Africa

Helped create SABU International School, coordinated supply drive in the US, went to Guinea to organize school, systematize library and expand skills of teachers.