



MARKETING  
COMMUNICATIONS

PUBLIC RELATIONS  
CONSERVATION

CREATIVE DIRECTION  
E-COMMERCE

BUSINESS  
CONSULTING

## WEBSITES & E-COMMERCE

GreatBoyfriends  
 StrutYourHut  
 AskEJean & EJean Live  
 GreatGirlfriends  
 The Green Goddess  
 Van Cort Instruments  
 Music in Motion®  
 Willow Run  
 Global Vegetarian  
 Innerwear  
 Voyagers International  
 IGTOA  
 RunJump  
 Finger Lakes Stone

## Q & A

What did you do in the Peace Corps?

What is "Innerwear?"

How did you get a segment on OPRAH?

How is "StrutYourHut.com" different from other Real Estate websites?

What is "Psychological Marketing"?

If hired, how would you ideally spend your first week on the job?

## PERSONAL TOUCH = NEW YORK STATE LICENSED REAL ESTATE AGENT

Using all the tools practically available, individually, as one of a team, and in remote contact; drawing on my many years experience in our community, I have taken my knowledge, experience, enthusiasm and energy to join the innovative, Audrey Edelman RealtyUSA, the #1 real estate company in our area: "We open more doors and close more sales!"

### 2002 - 2008. Co-founder GreatBoyfriends.com

Designed, produced, co-conceived, promoted and managed the website and the business that revolutionized the way women find good men online. With over 200 newspaper, magazine, radio & television items, and countless internet mentions the most exciting and productive of which were Oprah appearances in 2003. GreatBoyfriends, with clients worldwide, was acquired in January 2005 by The Knot, Inc, the world's leading wedding media and services and lifestyle company. Completed contract with The Knot in January 2008.

### President and Owner, Creative Resources

Marketing, advertising, PR, promotion, editorial research, writing & editing, corporate presentation, focus group strategies & implementation, website development and production & print design/production consultancy. Clients in advertising, entertainment, education, hospitality, recreation, manufacturing and publishing.

### Divi Resorts & Casinos

Director of Advertising & Promotion for the Caribbean's largest resort company. Formed and directed the company's award-winning in-house ad agency. Under my "hands on" direction, the agency designed, wrote, and produced all of the company's corporate communications, each resort's in-room, restaurant and timeshare marketing & sales materials.

Headed design and production of all of the company's innovative print marketing, trade show and PR materials in support of its North American and European sales team resulting in the highest sustained year-round occupancy rates recorded before or since in the region by successfully marketing to a diverse client subset. The company moved HQ to Miami in 1991.

### Houragency, Inc.

Worked in all sales, creative, design and production aspects of the business including successful performance as Director of Creative & Production, and Director of Marketing, Promotion, Advertising & Sales. Clients included CBORD, Hi-Speed Checkweigher, Cornell Dining, Cornell Hotel School and other hospitality and commercial clients.

### Professional Photographer and Writer. Nairobi, East Africa

Following two years of Peace Corps service In Uganda, worked in Kenya for five years as a freelance photojournalist and ad agency & publications photographers (incl. *Viva*, *The Nation*, Longman Publishing); and for Kenya Utalii College (Hotel Training Institute), where I co-designed and produced the multi-media social studies program, MAPATO, for the East African Hotel, Hospitality & Tourist Industry, a course which today continues to be a part of the region's hospitality training curriculum.



### **Real Estate Training and Experience**

Successfully completed NY State Salespersons Course at TC3, May 2007. Successfully passed NYS Salespersons State Exam, July 1, 2008. Several years of real estate experience working with personally owned properties, buying, selling and renting. Excellent online real estate marketing skills. Completed Buffini & Company "100 Days to Greatness." Member Ithaca Board of Realtors.

### **Partial List of Skills and Experience**

Strategy & Planning  
 Team building and corporate culture  
 Editorial research, Research and focus groups  
 Interview, transcription  
 Email marketing and internet marketing tactics (*see below*)  
 Business consulting  
 Electronic media promotion  
 Brand development  
 Web development and E-commerce  
 Internet customer service strategies  
 Software and computer training  
 Website concept development, usability strategies, design, content development  
 Database development and Data mining  
 Radio & TV appearances  
 Tradeshow organization and presentation  
 Digital imaging & film: studio, product, publicity, documentary and advertising photography  
 Publicity and booking, location and contact resources, subject research  
 Publishing-- Print & Online: writing, editing, design, production, printing oversight and publications auditing.

### **Software Knowledge and Experience**

Word, WordPerfect, Photoshop (including Scanning & OCR), PageMaker, Excel, FileMaker, Internet Marketing, PalmOS, Acrobat, FullShot & ScreenShot, Quicken/Quickbooks, DietAnalyst, FTP, PowerPoint, HTML. Adept at learning new software programs and applications.

### **Internet Marketing Tactic Knowledge and/or Experience**

Blogging, Email marketing, Branded microsites, Online display ads, Online listing sites, Online communities/forums, Advergaming, Podcasts, Rich media apps/demos (Flash), Rich media avatars, Virtual worlds, Social networks ( Facebook, LinkedIn, etc.) , Webinars /Teleconference, Virtual tradeshows, Video marketing, Contextual Advertising, Widgets, Mobile ads, Search engine optimization, User generated content, Behavioral targeting, Pay per click, RSS advertising, Corporate web site, Affiliate marketing, Referral & Incentive marketing, Sponsorship / Cross Branding, IM / Microblogging ( i.e. Twitter), Social News / Bookmarking, eCommerce Feeds/Comparison Shopping, Viral marketing, Online public relations, Online contests & giveaways, Free content (white papers), Paid reviews, Blog advertising, Blogger relations, YouTube video postings, Customer service, Order fulfillment.

### **Interests**

Business, real estate sales and real estate investing, conservation, sustainability & energy efficiency, film & photography, sailing, swimming, skiing, skating, golf, tennis, cycling, rowing, fashion, relationships, advice, nutrition, health & fitness.