

Rachel Tall

6301 Spring Lake Terrace, Portifino Shores Community, Ft. Pierce, FL 34951

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SUMMARY

I'm an exemplary professional candidate with 20-plus years of diverse experience in

- office management
- special events management
- web & collateral graphic design
- marketing strategy, sales and marketing field management
- fundraising, grant writing and public relations
- and more.

I have superior organizational skills and an outstanding work ethic, and I am a self-starter seeking a career opportunity with the right organization.

ACCOMPLISHMENTS AND SKILLS

- Sales & Marketing:** *As Marketing Director:* Created and implemented departmental budgets and strategic marketing plans for various business & non-profit programs. Obtained sales through: cold calling, outside residential sales, business to business, trade shows, E-commerce, direct mail, promotional advertising and networking groups. *As Field Manager for Outside Sales Team:* provide sales training, territory scheduling and mapping.
- Web Design:** Design, launch and maintain web sites, maximizing their reach through SEO marketing
- Graphic Design:** Create promotional materials – newsletters, brochures, flyers, ads, Email and direct mail campaigns – that complement the marketing and web design strategies.
- Human Resources Administration:** Implemented Payroll & Employee Benefits Programs (health insurance, 401K, pension plan), company Policy Development and Documentation, produced Employee manuals, orientation handbooks and job descriptions.
- Office Management:** Staff scheduling, bookkeeping, inventory, and purchasing.
- Special Events Programming:** Organized and coordinated special events. Created and implemented cultural arts programs, planned & marketed eight separate non-profit special events with budgets up to \$130K.
- Grant writing/ Fundraising:** Obtained nine grants (\$2,500- \$180K) for various non-profit organizations, outreach programs and performing arts companies.
- Executive Assistant/Database Administration:** Coordinated four executives and various company master calendars simultaneously (including travel, expenses, correspondence]. Prepared confidential materials for Board of Directors meetings, (secured venues, arranged meetings, prepared minutes, research projects, prepared Board manuals & legal documents, and all correspondence). Maintained donor development databases, processed donations.
- Dance Education:** Instructed/directed various dance classes, Children's Musical Theater, recitals and special events. Directed/choreographed Dance Company.

SPECIAL QUALIFICATIONS & CERTIFICATIONS

Software Proficiency

Microsoft (Outlook Express, Word, Excel, PowerPoint, Publisher)

Adobe (InDesign, Illustrator, Photoshop, ColdFusion, DreamWeaver, HTML Editor)

Corel (CorelDRAW, PaintshopPRO, DESIGNER)

Quark (QuarkXPress)

Mozilla (Picassa, Firefox, Sunbird)

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Rachel Tall, 772-882-9933

SPECIAL QUALIFICATIONS & CERTIFICATIONS (continued)

Net Objects (NetObjects Fusion)

Intuit (QuickBooks)

BlackBaud (Raiser'sEdge, Kintera Sphere)

Certified Dance Instructor: Dance Educators of America

EXPERIENCE

2006-Present **Owner/Web Designer,**

Dutch Girl Web Design and Promotions, Inc., Utica, NY & Ft. Pierce, FL

2009-Present **Marketing Director,**

Advanced Motion Therapeutic Outpatient Rehab Clinic, Vero Beach, FL

2007-2008 **HR Administrator/Marketing Director**

DELTA Private Investigations, Utica, NY

2005-2006 **Executive Assistant/Webmaster/Special Events Coordinator**

Treasure Coast Humane Society, Palm City, FL

2005-2006 **Program Director/Dance Instructor**

Kimberly's School of Dance Education & Simply Dance Academy, Port St. Lucie, FL

2004-2005 **PR/Marketing Coordinator/Webmaster**

Florida Arts & Dance Company, Stuart, FL

2003-2004 **Program Director/Dance Instructor**

DANCENTER, New York Mills, NY

1999-2003 **Owner/Director**

Dolgeville Center for Performing Arts, Dolgeville, NY

1984-1991 **Program Specialist**

Town of Islip, Dept of Parks & Recreation, Islip, NY

MEMBER AFFILIATIONS & AWARDS

Mohawk Valley Chamber of Commerce, Utica, NY

**Member 2007-present, * Membership Ambassador, *Co-Chair 2008 World Refugee Day*

Mohawk Valley Business Women's Network, Utica, NY

**Member 2008- present*

Central NY Business Associates, Utica, NY

**Member 2007-2008*

Networking Professionals, Inc., Central Florida

**Member 2005-2007*

American Business Women's Association, Coral Springs, FL

**Florida Member of the Year 2007, *National ABWA Regional Newsletter Award Winner 2007,*

**Web master/Newsletter Editor 2005-2007*

TRI-COUNTY ABW Day Celebration (Miami-Broward-Dade County)

**Board Member, Webmaster/Newsletter Editor 2006 & 2007*

ST. LUCIE COUNTY SCOUTS, Camp Ah-ba-lu-fa, Ft. Pierce, FL

**Board Member, VP-Chairman/Webmaster September 2005-August 2007*

REFERENCES AVAILABLE UPON REQUEST

WEB AND PRINT PORTFOLIO AVAILABLE TO VIEW AT www.dutchgirlwebdesign.com