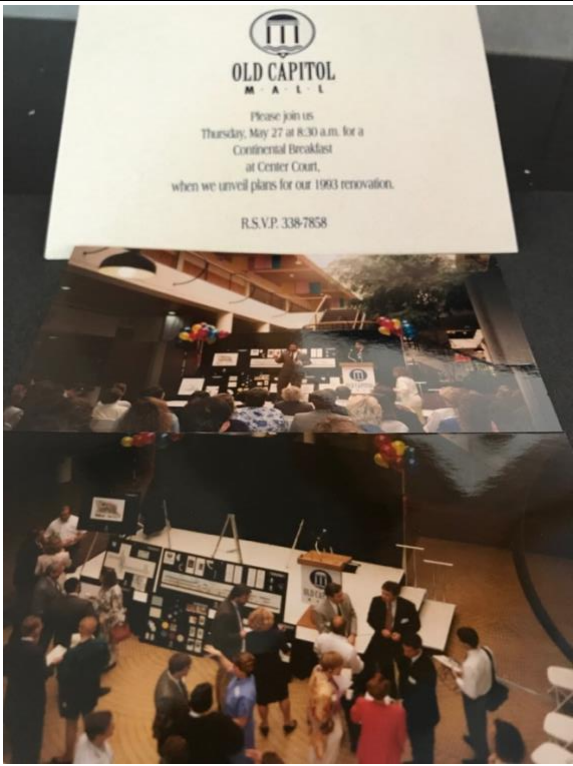


Press Conference, Grand Re-Opening and Special Events

Marketing Director of Shopping Center, Iowa City Iowa

A primary responsibly was the coordination of special events to generate traffic along with the necessary promotion to ensure high attendance.

Press Conference for Shopping Center Renovation



Grand Reopening Chamber of Commerce Event



Orchestrated press conference followed by Grand Re-Opening promotion that included Chamber of Commerce Business PM event.

- Increased annual publicity by 70% with an additional \$14,115.
- Ribbon cutting reception was attended by 250 guests.

- Researched, designed and administered the annual strategic business plan, utilizing a \$250K budget.
- Implemented targeted marketing tactics including television commercials, print, and radio advertisements, promotional programs, signage and special events.
- Responsible for a seasonal staff of twelve; hiring, training, and scheduling team members.



