

PROFILE

Senior marketing and communications professional accomplished in **strategy development, program and event management, and website development and administration**. Expertise includes **direct marketing, branding, media buying, and writing**. Charismatic leader who sees the big picture, manages the development and implementation of action plans, and is adept at decision making and conceptualizing. Very **creative, proactive, detail-oriented**, and skilled at finding innovative solutions to complex problems. Experienced in **office management**.

WORK EXPERIENCE**Tanglewood National Golf Club, Chagrin Falls, OH**

18 hole championship golf course recently purchased by new owner after being in receivership for the past two years. Closed for the season in October 2009.

Director of Membership and Marketing, Freelance – 3/09 – 7/09, Employee -- 7/09 – 10/09

Acted as assistant club manager, performing HR duties, club and office management, handling accounts receivable and payable, and selling memberships, as well as overseeing snack bar and pro shop.

- Secured over 40 Founders Club memberships to the club, priced at \$5,000 and \$10,000.
- Managed snack bar and pro shop employees, including end-of-day cash and credit procedures.
- Negotiated agreements with vendors and suppliers, and supervised and maintained cash flow and bank accounts.
- Conceived marketing plan for memberships and club branding.

Dorsky Hodgson Parrish Yue, Cleveland, OH

A national award-winning architecture, planning, interiors, and environmental graphics design firm with multiple offices. Short tenure was due to mass layoffs in 2008 – 2009.

Marketing, 6/08 – 12/08

In charge of commercial studio marketing strategy and planning, including collateral production, advertising, copywriting, web development and administration, and proposal creation.

- Collaborated with senior partners to set aggressive, targeted marketing strategy for the commercial studio. Resulted in a 20% increase in RFP's for the 4th quarter.
- Initiated improvements to the processes, procedures, and communications with satellite offices. Revived intranet project, re-designed site, and put program in place that increased employee contributions to content. Introduced social media and blogging to upper management.
- Managed local and national award submissions, authoring articles about each project and choosing materials (images, etc.) for each submission. Resulted in the receipt of a SARA award for the Phoenix House at Clarendon.

October Research Corporation, Richfield, OH

Publisher of market information, business news, and regulatory information for the real estate and settlement services industry. Conducts seminars and audiocasts on industry topics. Company underwent several rounds of layoffs in 2007.

Marketing Coordinator, 5/07 – 9/07

Responsible for all event marketing, developing print, online, and e-mail strategies for seminars division. Conceived all creative concepts, content, and copy in marketing projects.

- Undertook position at the inception of the marketing campaign for the flagship conference and led it, resulting in a 25% increase in attendance from the previous year, the highest in event history.
- Conceived and executed marketing strategies for annual Affiliated Business Arrangements (AfBA) and Growth Conferences, averaging 3% - 5% conversion rates depending upon medium.
- Authored and distributed market research surveys, utilizing the gathered information to measure customer satisfaction, set price points for events, and customize content for events and seminars.

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AMY S. ZARICHNAK

WORK EXPERIENCE (CONTINUED)

Office of Enterprise Development (OED), University of Pittsburgh, Pittsburgh, PA

Entrepreneurial incubator within the University of Pittsburgh facilitating the commercialization of biotechnologies. Also acts as a community networking hub for researchers, industry, and angel investors.

Program Manager, 9/01 – 3/07

First employee hired by the director of the OED. Responsible for program development and marketing of all programs and services. Supervised support and temporary staff, and assumed leadership of organization after departure of the director in early August 2006.

- Conceived and implemented all marketing strategies and office procedures. Responsible for all marketing collateral development. Directed development of website and administered site.
- Developed and marketed bi-monthly peer role model lectures resulting in 300% increase in attendance over the first 2 years and an 18% increase each year thereafter.
- Brainstormed, planned, and developed entrepreneurial educational course for biotechnology scientists. Executed marketing for the course which filled the course to capacity and necessitated the implementation of a prospective student waiting list for future course offerings.
- Authored and edited biweekly biotech e-newsletter and marketed to audience, increasing subscriptions by 45% the first year and by an average of 15% each subsequent year, resulting in it becoming the most widely read biotech newsletter in the region and the only one to survive to date (out of five launched at approximately the same time).
- Developed sophisticated array of customer/audience surveying tools, which included in-person, online, email, and snail mail distribution. Gathered extensive information on topics, speakers, courses, workshops, networking events, and outcomes in order to measure audience satisfaction and direct future content and marketing.
- Worked within fluctuating budgets for each event depending upon current funding. Created successful events, courses, programs and workshops with budgets ranging from \$300 - \$150,000 per event. Managed budgets from \$300K - \$1.5M each year.
- Led company branding and logo development process. Managed creative process, outside vendors, and distribution for all marketing materials for courses, events, lectures, workshops, and services.
- Collaborated with multiple community organizations to cross-promote events, streamline assistance programs, and offer commercialization education. Planned and hosted annual biotech community holiday party, the highest attended biotech networking event of the year.
- Directed database development and implementation, defined input procedures and set guidelines for data management.

AduroTech, Inc., Rochester, NY

Start-up database development and consulting company. Company ran out of funding during dot-com crash, but principal continues to operate as a consultant.

Director of Marketing and Web Development, 7/00 – 2/01

Recruited to lead marketing efforts and progressed to overseeing general operations.

- Handled AP/AR functions, human resources duties, facilities management, and supervised sales staff and interns.
- Authored business plan, non-competes, employment offers, job descriptions, and employee contracts.
- Implemented database for tracking leads and customer history detail and defined input procedures.

ReWork, Pittsburgh, PA

Office furniture re-manufacturer and wholesaler which previously had no marketing department. Company was bought by U.S. Office Products which required an overhaul and direction change in marketing strategy six months into my employment.

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AMY S. ZARICHNAK

WORK EXPERIENCE (CONTINUED)

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Director of Marketing, 6/99 – 7/00

Blueprinted marketing strategies, spearheaded all marketing execution and distribution efforts, and managed telemarketing department.

- Conceived and implemented a brand-new multi-faceted marketing strategy which included the development of comprehensive marketing collateral, two new sales presentations for sales staff, multiple direct mail campaigns, telemarketing efforts, the utilization of a new database, a website, and radio advertising that resulted in an 18% jump in sales to large businesses (> 500 employees) and a 5% increase in sales to smaller companies.
- Designed and developed two new company websites, the second one of which was necessary after company was bought out by U.S. Office Products.
- Produced and distributed customer satisfaction surveys, utilizing information to improve service and tailor marketing to industry segments.
- Planned for and participated in trade shows along with developing appropriate marketing tools and materials for the shows.
- Managed \$85,000 marketing budget. Directed vendors and designers in multiple marketing projects. Created marketing plan for wholesale use by our manufacturing plant.
- Conceived internal marketing plan to raise employee morale as company underwent buyout and re-organization, including authoring a company newsletter, implementing an incentive program, and organizing company events.
- Managed telemarketing department, including database documentation, report production, and lead follow-up procedures.

All-Pak, Inc., Pittsburgh, PA

Packaging manufacturing and distribution company featuring products for laboratories, hazardous material packaging, and custom solutions for the personal care and food and beverage industries.

Promotions/Communications Specialist, 2/97 – 5/99

Developed marketing strategies and materials for burgeoning business segments.

- Developed All-Pak website with Microsoft FrontPage software, including pictures, copy, design, and technical functionality.
- Revised and revamped product catalog, resulting in an error-free and much more user friendly and organized tool for both customer service department and client utilization.
- Designed promotional campaign for aromatherapy products, resulting in a 25% increase in aromatherapy product sales.

Buck Sales, Springdale, AR

Produced national tool infomercial, as well as a local program promoting regional businesses.

Media Buyer, 9/94 - 9/96

Managed purchase of air time for national tool infomercial and promotional show for local merchants.

- Analyzed demographic of certain geographic locations to procure appropriate and profitable time slots for tool infomercial, while adhering to certain budget constraints.
- Sold promotional time to local merchants on "Local Showcase" television show, which highlighted local products and services in the region. Also appeared as guest host on show.

EDUCATION

Pennsylvania State University, Erie, PA

B.A., Communications, December 1993

Participated in the Study Abroad Program, Spring Semester 1993 at the University of Manchester, United Kingdom.