

Jeanne Malone
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SUMMARY OF QUALIFICATIONS

Especially skilled in developing, implementing and monitoring programs to acquire and retain new business for organizations. Created and built successful consultative marketing business. Successfully handled all aspects of business, including budgeting, organizing business systems, marketing services, hiring and supervising independent contractors, selling, building relationships with clients and developing creative solutions to client's problems. Twenty years business experience in marketing, public relations, developing effective working relationships with others and meeting deadlines. Very skilled in project management, written, verbal and visual communication, publicity, event planning, managing budgets and in generating creative ideas to solve problems.

Value I bring to an organization:

- **Accomplished business strategist:** Strong history of success implementing and orchestrating creative and cost-effective strategies that help business grow and prosper, while reducing costs. *Created marketing programs with one of the lowest costs per lead in the Western region.*
 - **Persuasive communicator:** Proven communicator who can influence, persuade and impress appropriate audiences, *garnering several awards for writing and visual communication.*
 - **General management:** A broad range of business skills: strategic planning, budgeting, marketing, public relations, and sales.
 - **Event/program planner:** Planned well received public relations programs and events, from concept development to completion, with attendance of more than 1,000.
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PROFESSIONAL EXPERIENCE

Executive director, nmOptics, Albuquerque, NM

March 2009-present

Brought a new level of professionalism to industry association through new marketing and sales initiatives. Developed and implemented a creative plan to increase number of appointments and memberships for non-profit industry organization through creative "Foot in the Door" marketing campaign. Designed and wrote first professional sales kit. Researched and wrote first annual membership directory, which helped increase membership sales and interest in organization. Coordinated and publicized bimonthly meetings, researching and securing speakers. Facilitated member introductions and connections. Wrote articles for monthly newsletter. Built relationships and worked collaboratively with board members.

Owner, TouchPoint Connections, Albuquerque, NM

2001-2009

Marketing consultant to small to medium-sized businesses charged with helping them retain their current clients and employees, increase their referrals and obtain new clients. Increased referrals and retention an average of 20 percent plus. Achieved high success rate in acquiring new accounts. Handled all aspects of day-to-day operations. Created and taught branding seminar for Orion Technologies. Recruited investors for Albuquerque's premier economic development organization, Albuquerque Economic Development.

- **Created "stay in touch" programs that were "much more effective than traditional advertising," according to clients, with one client's Customer Satisfaction Index (CSI) increasing by 40 percent.**
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PROFESSIONAL EXPERIENCE (continued)

Marketing and Community Relations Director, University of Phoenix, Honolulu, HI 1996-2000

Built a highly effective marketing department from the ground up with cost-effective and award-winning print, radio, television and public relations campaigns. Strategized, planned and implemented marketing programs and marketing mix. Effectively managed \$500,000 budget and consistently came in under budget on marketing projects and media buys. Assisted with negotiations with government officials for new campuses in Guam and Maui. Handled media and interview requests as official spokesperson for campus. Worked cooperatively with other campus directors to reach university's goals. Aided in creating successful continuing education programs for the campus. Supervised and mentored marketing coordinators.

- **Saved campus an average of 20 percent in media costs by negotiating cost-effective contracts with media and vendors, usually reserved for larger clients.**
- **Cost-per-lead consistently one of the lowest in the Western region.**
- **Awarded the Koa Hammer Award from the Public Relations Society of America.**

Senior Account Executive, Bozell Public Relations, Honolulu, HI 1994-1996

Directed and administered the public relations activities for agency's clients in high tech and education arenas. Acted as company spokesperson for those clients. Developed and implemented successful public relations plans and programs. Generated media opportunities and publicity in targeted publications by persuading and influencing reporters and editors. Achieved 90 percent rate in placing articles for publicity purposes. Established successful working relationships with local media. Created events for clients that garnered positive publicity and exceeded attendance goals. Exceeded attendance expectations by 30 percent at first WIRED conference. Worked collaboratively with advertising agency to reach client's goals. Researched and wrote newsletter articles, proposals, press releases, feature articles, technical manuals and op/ed pieces and consistently met deadlines.

- **Consistently saved clients money and resources while positively impacting agency's bottom line. Exceeded agency's quota for account executives by an average of 30 percent.**

Other positions of note: Volunteer, Main Street Revitalization Project for Nob Hill, Economic Positioning Committee; Volunteer, Programs Department, Center for Action and Contemplation; Book Manuscript Editor; Art Director and Business Manager; Public Relations Consultant; Editor, Reporter and Photographer (three awards for writing and one award for photography); Staff Writer for Computer Publication.

EDUCATION

UNIVERSITY OF TEXAS, Austin, TX

- **Master of Arts, Journalism**, Martin Emmett Walter Fellowship in Journalism, Outstanding Student Award, Three Academic Scholarships, 4.0 grade-point average

UNIVERSITY OF TEXAS, San Antonio, TX

- **Bachelor of Arts, English**, *magna cum laude*

UNIVERSITY OF NEW MEXICO, Albuquerque, NM

- **Certificate in graphic design**