

ANNA M. JAMES

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OBJECTIVE

Secure a contract position to advance my organizational, interpersonal and project management skills, as well as utilize my varied professional experience to enhance overall marketing communication deliverables.

EXPERIENCE

- WOMEN CONNeCT, Bethel Park, PA | 1/2008 – present | Workshop Leader
 - Work with the area Workshop Director to create marketing strategies for additional programs.
 - Motivate, support and inspire women to launch and /or grow their businesses.
 - Identify public relations opportunities for members to promote themselves.
 - Facilitate weekly and monthly workshop and event programs.
 - Grow a brand new Women Connect market to 200 women.
- MY STYLISTA, Bethel Park, PA | 12/2006 – present | Founder, Lead Stylist & CEO
 - Plan and promote a large-scale fashion show for Women Connect, including vendor and model contact and coordination, expense tracking and organizing show.
 - Complete detailed client market research to source prospects, execute customer relationship management and build brand loyalty.
 - Create, develop and execute all marketing programs for successful customer growth.
 - Grow business to 42 clients and three additional stylists since business launch.
- THREE RIVERS Magazine , Pittsburgh, PA | 11/2005 – 2/2007 | District Marketing Manager – Advertising
 - Design personal marketing plans for each individual client customized by target audience, demographics and vision of client's product and/or service.
 - Utilize market-specific metrics and revenue projections to source new advertising clients and increase revenue from \$1.2M to \$2M.
 - Drive business development by creating advertising incentives and provide metrics of advertising in Three Rivers.
 - Consult with clients on sales techniques resulting from advertising metrics.
 - Develop five core incentive programs resulting in a 17% increase in clients.
 - Increase client base from 23 to 58 by implementing a tactical plan.
 - Achieve quarterly sales numbers averaging \$132,000 - 25% over goal.
 - Manage and ensure marketing plans meet client metric goals.

- INTERSTATE BATTERIES, Pittsburgh, PA | 11/2002 – 11/2005 | Regional Sales Manager
 - Perform extensive, customized client market research for opportunity and pipeline and customer relationship management resulting in stronger brand loyalty.
 - Consult with 56 distribution managers to align sales goals and identify joint strategy for new business opportunities.
 - Directly responsible for the management, planning and administration of sales, as well as product and service distribution.
 - Service 200 existing accounts with annual revenue of \$2.75M and grew those accounts to \$2.95M in 2 years.
 - Responsible for overall regional store operations, resource management, revenue goals and inventory.
 - Gather and present customer feedback to management and facilitated win-win outcomes.
 - Accountable for sales territory revenue and profits.
- REMEDY INTELLIGENT STAFFING, Pittsburgh, PA | 1/2002 – 11/2004 | Sales Manager
 - Increased branch's profitability by negotiating billing rates to clients and pay rates to associates.
 - Communicated the value of all Remedy services, including traditional temp help and alternative staffing solutions.
 - Formulated bids, staffing and service proposals and implementation strategies.
 - Responsible for over 300 temporary, temp-to-hire and direct hire placements.
 - Managed, serviced and staffed both contract and house accounts.
 - Executed all corporate marketing promotions.
 - Researched markets to determine client needs.

EDUCATION

- BA – LIBERAL STUDIES, West Chester University (West Chester, PA)

AWARDS / HONORS

- "Top 40 Under 40," Pittsburgh Business Journal, 2008
- Featured Stylist – Clothing Confidential: What to Wear and How, 2008

AFFILIATIONS

- Women Connect – Pittsburgh Workshop Leader
- Junior League of Upper St. Clair
- Kappa Delta Sorority Advisor – Penn State University

SKILL SETS

MS Office (Word Excel, PowerPoint), Windows XP, Outlook, Netscape, Mozilla Firefox, RetailPro, DadaTrax, Goldmine