

An eye-catching format for early-career professional Paula Dennison. Her introductory profile includes keywords that elevate her rankings in the computerized ATS used by 90% of US employers. It also delivers instant impact for prospective employers in those crucial first 6 to 15 seconds.

PAULA DENNISON

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MARKETING / ADMINISTRATIVE PROFESSIONAL

“An inspiration in her motivation, teamwork and attention to detail.”



Personable, incredibly organized Executive Assistant and Marketing Specialist with a history of success rapidly assimilating new information to become an integral part of a top-performing team.

Key Competencies: Project Management ■ Creative Problem Solving ■ Multitasking
Vendor Management ■ Business Decision-Making ■ Interpersonal Skills ■ Collaboration
Schedule Management ■ Travel Management ■ Event Planning ■ Budget Tracking & Reconciliation

Technology Proficiency: Microsoft Office Suite: Excel, Outlook, PowerPoint and Word
Adobe Creative Suite: Photoshop & InDesign ■ Lotus Notes ■ Basic SharePoint & Business Objects

PROFESSIONAL EXPERIENCE

LIBERTY PAINTS INC. – Naperville, IL & Orlando, FL 2014 – Present
Fortune 500 global leader in manufacturing paints and coatings with 68,000 employees in 80 countries.

Marketing Assistant (2015-Present)

Promoted to a key role elevating marketing support to drive revenue during a company reorganization. Leveraged project management expertise to orchestrate multiple programs: field marketing communications, incentive programs, customer appreciation events, marketing retreats and more. Assisted with marketing campaigns; managed agency interaction for 205 retail locations. Managed SharePoint site in addition to the Valspar Professional website.

- Selected as the first-ever corporate marketing team member in a telecommuter role, working from a home office (in Raleigh, FL) based on track record of exceptional performance, communication and reliability.
- Key player in generating \$1M in additional revenue by revitalizing the Pro Home discount program by improving communication with National Account Managers and streamlining processes.
- Nominated for the Liberty Paints marketing award in 2015 for streamlining marketing communications to retail store managers and field marketers via email newsletter with SharePoint access.
- Eradicated tradeshow overspend by improving and simplifying budget tracking and elevated logistics planning. Developed event planning processes cascaded across the US and Canada.
- Contributed to increasing internal customer satisfaction ratings 27% in just one year, from 60% to 87%.

Administrative Assistant – Marketing Division (2014-2015)

Recruited for a key position handling marketing budget administration and event planning while providing administrative support as the company refocused on a single brand dedicated to the commercial market.

- Received a standing ovation from the CEO, senior management and 900+ attendees at the \$1.6M First Valspar Pro National Sales Meeting, in recognition for planning and executing a flawless event in just 2.5 months.
- Contributed to budget savings of \$2M by redesigning budget tracking process for 7 cost centers, an innovation that was cascaded companywide.
- Reduced total event costs \$147K by negotiating price concessions from conference centers.

EDUCATION

Bachelor’s Degree in Business Administration: Management and Marketing, 2013
UNIVERSITY OF ILLINOIS, CHAMPAIGN-URBANA

Professional Development: Project Management ■ SharePoint ■ Team Building ■ Business Accounting
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