

# Sarah C. Mackley

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## SUMMARY OF QUALIFICATIONS

Confident, creative and highly qualified marketing professional. Broad background encompassing market planning & strategy, database marketing, market research, event & presentation coordination, and graphic design. Recognized for decisive leadership and the ability to quickly adapt to new challenges.

## CAREER HIGHLIGHTS

### Marketing Consultant (*Independent Consultant, Atlanta, GA*)

#### Current

- Offer clients marketing solutions by implementing measurable procedures to increase sales and productivity
- Provide business needs analysis (audience, information, authoring/publishing process, and technology analysis)
  - Design logos, CD covers, brochures, PowerPoint presentations, business cards, mailers, and promotional flyers
  - Develop online marketing strategies that includes database tracking capabilities to capture marketing opportunities
  - Standardize marketing department, proposal master boiler plate & photo library
  - Instruct and educate marketers to effectively manage marketing department
  - Graphic design and database training
  - Provide market research, competitive analysis, and data collection
  - Market writing (e-content, e-newsletters, proposals, and articles)

### Marketing Coordinator (*NCG Architects Inc., Atlanta, GA*)

#### April 2002 – August 2003

- Provide marketing direction for principals of the company
- Offer direction on corporate identity, including business plan, mission & vision statements, and marketing plan & strategy
- Develop relationships with industry organizations in order to provide effective market research and lead generation
  - Organize marketing department, proposal master boiler plate and photo library
  - Coordinate qualifications, proposals, magazine articles, press releases, presentations and trade show events
  - Initiate educational speaker opportunities to further industry exposure
  - Enhance corporate look and design direct mailers, brochures, magazine advertisements, and presentation material

### Marketing Coordinator (*Hardin Construction Company, LLC, Atlanta, GA*)

#### April 2000 – April 2002

- Solely maintained four-person Marketing Department and acted as Interim Marketing Manager during four month transition period
- Received three raises within a year and a half period due to willingness to take on extra responsibilities and quick ability to learn
- Position required strong communication skills with the ability to work as a team and attention to detail with aptitude to multi-task
- Coordinator for 2 submittals, which earned National ABC Eagle Award recognition in the year 2001
  - Create business proposals and qualification packages with custom graphic art work
  - Design direct-mail announcements, advertisements, brochures, specialized site-logistic maps and PowerPoint presentations
  - Resident expert in marketing department customized database developed using FileMaker Pro
  - Work in conjunction with Business Development, Business Unit Leaders, and Project Managers on proposals, qualifications, direct-mail pieces, award submittals, and presentations

### Sales & Marketing Coordinator (*Europlex Technologies, Marietta, GA*)

#### January 1999- February 2000

- Implemented a web based bulletin process that saved over \$5000 each announcement in printing and postage cost
- Generated new business by introducing a new contact database and automating customer mailings
- Position demanded a good sense of diplomacy as liaison between Regional Sales Managers and Director of US Division
- Position required creative problem solving and strong organizational skills

#### Database Implementation and Sales & Marketing Strategy and Tracking

- Designed, implemented and maintained customer database for US Division using Access
- Migrated information into Access database from existing database and ASCII files
- Researched and investigated industry and marketplace trends for US Division
- Produced sales through lead generation
- Generated progress chart reports of regional sales offices and manufacturing representatives
- Assimilated and tracked Regional Sales Managers weekly reports
- Received additional Access training for purposes of database administration

## **Graphic Design**

- Published magazine advertisements
- Designed company product brochures, catalogs and newsletters for systems integration company
- Authored monthly technical notes and released bulletins via Internet and general mail
- Developed company product portfolio
- Created PowerPoint presentations for Director of US Division
- Generated and write direct-mail announcements via Internet and general mail
- Negotiated pricing with vendors

## **Ocean Traffic Coordinator (*Seaboard Marine, Atlanta, GA*)**

**January 1998 – January 1999**

- Position required strong organization and attention to detail along with follow-up skills
- Received promotion and two raises within a year due to quick ability to learn and willingness to take on extra responsibilities
- Chosen by management to cross-train in multiple areas

## **Database Implementation and Tracking**

- Developed and implemented tracking database for Southeast Regional Office
- Designed and automated shipping procedures for the Southeast Regional Office
- Tracked and traced shipments throughout the US, Caribbean and Latin Countries via truck, train and steamship to confirm timely arrival
- Maintained and updated shipping records via AS 400 mainframe
- Trained and managed new hires
- Prepared, distributed, and audited documents and invoices for national customer base
- Direct dealings with customers in effort to collect our accounts payables
- Maintained accurate documentation files

## **EDUCATION**

BS Truman State University, Kirksville, Missouri

AA Degree Mineral Area College, Leadington, Missouri

## **ORGANIZATIONS & ACHIEVEMENTS**

Web Master and member of the Society for Marketing Professional Services (SMPS)

Member of Urban Land Institute (ULI)

Member of National Golf Course Owners Associations (NGCOA)

Junior Achievement Volunteer with the North Atlanta Public Schools

March of Dimes Volunteer and Donor

Alpha Phi Sigma (National Criminal Justice Honor Society)

President of Pi Theta Kappa (National Honor Society)

Delta Psi Omega (National Theater Honor Fraternity)

Professional voice-over talent for radio commercials

Vocal Entertainer for Corporate and Wedding Events

## **COMPUTER SKILLS**

### **Operating Systems**

WinXP, MAC OSX, AS 400

### **Languages**

HTML 4.0, Turbo Pascal 3.0

### **Software**

Adobe PhotoShop 7.0, Illustrator 10.0, Corel Draw 8.0, Quark Xpress 6.0, InDesign 2.0, Macromedia Flash MX, Macromedia Dreamweaver MX, Macromedia Fireworks MX, Adobe Acrobat, LYNX, Access 2000, ACT 6.0, FileMaker Pro 4.0, Expedite, Visio Technical, Internet Explorer 6.0, Opera, Netscape Communicator 4.0, Outlook, Lotus Notes, PrintMaster Gold Publishing Suite, Print Shop Deluxe, Microsoft Suite 2000 (PowerPoint, Excel, Word)