

Barbara Kansol

Marketing Professional & MBA Graduate, May 2008

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CAREER OBJECTIVE

Brand management position that provides an opportunity to contribute to the success of a fast-paced organization driven by consumer insights, innovation, and results.

CAREER ACCOMPLISHMENTS

Tichler Investments

- Increased total leads by 60% per month over the course of one year by managing the creative direction and testing strategy for the direct mail program
- Developed brand consistency across the firm by managing the complete redesign and rollout of all collateral and four new lead-generation offers

Arista University

- Established residential life program by creating the initial program structure and processes, including hiring, training, and managing a staff of 26 Resident Assistants and 12 Resident Managers

PROFESSIONAL EXPERIENCE

TICHLER INVESTMENTS, Saratoga, CA

2004 - 2007

Brand Associate 2007 — present

- Create and execute targeted online multi-variant email and web alley testing plans
- Develop creative and testing strategy for a direct mail program contributing 34% of qualified leads
- Manage creative development of marketing offers used to fulfill leads generated from TV, radio, print, direct mail, online, and magazine advertising

Review Specialist 2005 — 2007

- Reviewed collateral and client correspondence for consistency with firm and regulatory guidelines
- Verified and proofread financial data, charts, and portfolio recommendations prior to distribution
- Researched flagged relationships and customer service complaints and generated summary reports along with resolution recommendations to senior management

Client Services Associate 2004 — 2005

- Entered new accounts into CRM database and established new custodial accounts
- Initiated multi-million dollar transfers of client assets with a perfect record of zero errors

ARISTA UNIVERSITY, San Bernadino, CA

2002 — 2004

Residential Life Coordinator & Resident Manager

- Heard and sanctioned student conduct cases and reviewed housing eligibility (~400 students)
- Managed four residential properties ranging from 30-75 units and 26 staff members
- Created staff training materials and presented continuing education (diversity, crisis intervention, etc.)
- Coordinated residential life staff selection process from initial marketing efforts to contract offer

EDUCATION

SAN FRANCISCO STATE UNIVERSITY, College of Business, San Francisco, CA

Master of Business Administration, May 2008

UNIVERSITY OF THE PACIFIC, School of Social Sciences, San Diego, CA

Bachelor of Arts in Psychology- Cognitive Sciences, Minor in Business Administration, 2002

Dean's Honor List

COMPUTER PROFICIENCY

- Microsoft: Windows (XP/XP Pro), Office 2003 (Word, Excel, Access, Power Point, Project)
- Enterprise tools: Onyx, Movaris, DocMan, Omniture Targeting & Testing Tool (Offermatica)
- Basic design: Adobe CS3 (Illustrator, InDesign, Photoshop, Dreamweaver), Quark Express 7