



Priscilla S. Ferguson

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Writing, Editing, Business Development / Training, Marketing & Sales Specialist

- Effective communication
- Business administration
- Customer service skills
- Research skills
- Writing and editing skills
- Leadership & team motivation
- Successful entrepreneur – incentive sales
- Equipment installation coordination

Professional Experience

Chris Hartung Consulting LLC, Eules, TX

August 2009 – May 2014

Administrative / Writing Assistant

- Edited article, “Backcast Budgeting”, published in Texas Town and City Magazine (May 2010)
- Assisted with administrative duties
- Edited profiles and advertising brochures
- Presented all-day ethical communication and conflict management seminar for local government client

Creative Incentives, Eules, TX

January 2001 – October 2008

Owner/ Incentive Consultant

- Assisted Texas public sector human resource departments to recognize and reward employee achievement
- Created customized incentive programs to target improvement in areas of management concern: absenteeism, employee retention, and safety.
- Driving accidents were reduced by 60% resulting in lower insurance premiums and absenteeism reduced by 48%
- Awarded cruise to Cancun, Mexico in 2003 from gift supplier for training on incentive sales and the use of tailored programs at their regional meeting and for obtaining highest total sales of gift merchandise in a regional area

Nortel Networks., Richardson, TX

October 1999 – January 2001

Installation Coordinator

- Wrote procedure manual for team cross-training for network adds, moves, and changes later adopted by Nortel's second largest customer, Sita of the Americas, in Las Colinas, TX
- Coordinated technical installation scheduling for Nortel's Passport ground-to-air communication system for Sita's customer AMR/Sabre's router, server, and software upgrades
- Introduced site access procedure for installers that reduced hold time for engineering assistance from as long as 1 ½ hours to as little as 10 to 15 minutes
- Awarded a cruise in October 2000 as a recipient of Nortel's Top Tier Pride Award, “Leading by Example” for providing outstanding customer service to our client

Education

Ashford University, Clinton, IA

May 2013

Master of Business Administration (Marketing Specialization) (GPA – 3.83)

Ashford University, Clinton, IA

January 2011

Bachelor of Arts in Communication Studies (GPA – 3.87)

Honors – Golden Key International Honour Society – Ashford University Chapter

Community Involvement

Gateway Church, Southlake, TX

November 2008 – Present

Member / Event Assistant

- Assist with assimilation during scheduled events
- Build supportive relationships with visitors