

## LISA SUDBECK

### CAREER SUMMARY:

Provide excellent customer service; provide all types of administrative and client service support with an emphasis on anticipating client needs and providing solutions. Highly motivated proactive professional experienced working under tight timescales while demonstrating great attention to detail. Organized and creative self-starter with the ability to make independent decisions. Strong communication and interpersonal skills and a desire to interact and engage with team members and clients. Ability to manage complex issues creatively and effectively.

*Smile, have fun, work hard, and achieve success.*

### OBJECTIVE:

To obtain a position with a progressive company, which will utilize my advanced communications and marketing skills, as well as allow opportunities for career growth.

### PROFESSIONAL EXPERIENCE

#### **Bridal Showcase, Premier Trade Shows, LLC**

**2/18-Present**

#### **Sales Manager**

Lead a sales team by providing leadership, guidance, training and mentorship. Excellent mentoring, coaching and people management skills. High performer that sets and exceeds sales quotas and goals. Meeting and exceeding planned goals. Coordinate with marketing department on lead generation. Oversee the activity and performance of sales team. Setting individual sales targets and facilitating training and mentorship to sales team. Achieve sales growth and hitting sales targets. Design and implement strategic sales plan to expand customer base. Meet and exceeds revenue growth targets by keeping the company competitive and innovative. Responsible for maximizing sales team potential. Build and promote strong, long-lasting customer relationships by partnering and understanding their needs. Ability of drive the sales process from plan to close. Strong business sense and industry expertise. Provide courteous assistance while giving and receiving accurate information.

#### **Eye for Design by Lisa Sudbeck, Antelope, CA**

**9/10-Present**

#### **Owner/Consultant**

Develop and utilize marketing strategies to inform and promote business programs and activities. Foster public awareness of available services and programs. Design and create logos. Website design and consulting services. Create advertising and marketing communications for companies and individuals who contract Eye for Design services. Use desktop publishing tools to create marketing collateral that is professional in appearance. Develop consistent, professional web design and print media, including house colors, logos and graphics. Create advertising campaigns for print and web under tight timescales. Develop copy and promotions for newsletters and email campaigns. Responsible for print checks on all printed collateral.

#### **Blue Line Arts, Roseville, CA**

**1/12-9/15**

#### **Volunteer**

Manage gift shop. Coordinate with artists to provide their works for sale in gift shop. Juror on the art submission committee. Develop and implement marketing and communication strategies to promote programs and events. Prepare press releases. Circulate media to solicit free advertising. Answer phone inquiries. Database management. Assist with art exhibition; set up and take down. Utilize email marketing strategies to solicit new membership. Participate in fundraising efforts, request gifts and donations from local businesses. Volunteer at events and fundraisers. Attend and work booth at off-site events. All other duties as assigned.

**Diamond Creek Partners, Roseville, CA**

**8/02-9/10**

**Marketing Coordinator**

Responsible for all advertising and marketing for a successful local restaurant. Serve as liaison and coordination of off-site events, photo shoots and media appearances. Develop and implement marketing and communication strategies. Foster public awareness of events and services. Assist in developing and conducting market research. Develop customer contact and communications. Analyze customer behavior and trends. Evaluate programs and modify communications as necessary. Serve as point-of-contact and liaison between restaurant staff, management, and departments relative to customer concerns and needs. Use desktop publishing tools to create consistent marketing communications that is professional in appearance, including house colors, logos and graphics. Develop and implement a variety of promotional and advertising methods and materials to publicize services and events. Implement email campaigns, including HTML editing and list management. Utilize social media platforms to raise customer awareness of restaurant and venue services. Create advertising campaigns for print and web under tight timescales. Develop copy and promotions for external newsletters and email campaigns including writing, editing, layout, photograph placement, scheduling and coordination of printing and distribution. Design, develop and implement publication of outreach and marketing materials.

**Dryden Construction, Roseville, CA**

**3/02-8/02**

**Account Representative**

Administrative assistant to senior management. Work with home builders, insurance companies and realtors. Responsible for payroll entries and maintenance of records. Perform a wide variety of payroll process activities. Resolve employee issues.

**NEC Electronics Inc., Roseville, CA**

**7/91-9/01**

**Administrative Assistant III**

Managed site contracts for cell phones, pagers, voice mail system, cafeteria services, copy and fax machines. Responsible for department budget. Lead in redesign of cafeteria remodel and opening. Reduced pager contract costs by 16% through competitive bidding and active negotiation. Facilitate site-wide space planning and purchasing of office furniture systems. Supervised outside contractors on many successful department office moves and reconfigurations. Organized and coordinated electrical, data and phone installations per specifications. Performed analysis to determine individual departmental needs. Trained employees on new office equipment. Managed site-wide pager implementation. Organized and coordinated training and pager distribution.

**SKILLS AND TRAINING:**

Microsoft Office Suite	Web Design	Social media management	Project management
Adobe Creative Suite	Graphic Design	Event management	Ability to multi-task
Sales team management	Logo and brand identity	Attention to detail	Contract management
Communication strategies	Print ad design	Organized and creative	Contract negotiation
Advertising and marketing	Email marketing	Proactive and motivated	Vendor management

**EDUCATION**

American River College | Sacramento, California

Graduated with honors, 2018 – GPA: 3.87

Associates of Arts – Communication Studies for Transfer AA-T

Associates of Arts – Art New Media

Certificate of Achievement – CSU General Education Transfer

Certificate of Achievement – Art New Media: Web Design

Certificate of Achievement – CIS: Web Publishing

Certificate of Achievement – Business and Computer Science: Internet Marketing

2016 Scholarship Award – Frances Burt Memorial Scholarship