

DANNET BOTKIN



WORK EXPERIENCE

Marketing, Sales & Operations, Human Resources, Advertising & Promotions, Brand Management, Social Media Marketing, Budgeting, Project Management, Turnaround Consulting, Procurement & Negotiations, Business Development, Strategic Planning, Non-Profit Fundraising, International Business Services, Trade: Import / Export, Merchandising, Public Relations, Communications, Product Development, Placemaking, Permitting & Inspections, Public Safety

DESIGNS GROUP CONSULTING / PRESIDENT & OWNER
2015 – PRESENT / HSV, AR

HOT SPRINGS VILLAGE PROPERTY OWNERS ASSOCIATION / MARKETING
DIRECTOR 2011-2015 / HSV, AR

WELLCARE HEADQUARTERS / MARKETING PROGRAM DEVELOPMENT
SPECIALIST 2010-2011 / TAMPA, FL

CAPRICIOUS, LLC - GIULIO BARCELONA USA / CEO
2007-2011 / NJ & BARCELONA, SPAIN

MILLTEX GROUP, INC / DIRECTOR OF MARKETING & OPERATIONS
2001-2007 / NEW YORK, NY

THOMSON-LEEDS COMPANY, INC. / ADVERTISING ACCOUNT EXECUTIVE
1998-2001 / NEW YORK, NY

GRUPPO INTERMODA / DIRECTOR OF SALES & MARKETING
1996-1998 / NEW YORK, NY

NEIMAN MARCUS HEADQUARTERS / ASSISTANT BUYER & OFFICE MANAGER
1993-1995 / DALLAS, TX



INDUSTRY EXPERIENCE

Advertising & Promotions, Agriculture, Automotive, Business Services, Corporate Management, Financial, Health Services, Hospitality & Leisure, Information Technology, Logistics, Manufacturing, Marketing & Sales, Medical Device, Public Administration, Real Estate, Retail & Wholesale



EDUCATION

Bachelor of Science, University of North Texas
Studied Marine Biology, Texas A&M Galveston



AFFILIATIONS

Hot Springs & Hot Springs Village Chamber of Commerce Member
Collin County Black Chamber of Commerce Member
Hot Springs Village Board of Realtors Affiliate

Contact



501-209-2806



Dannet@designsgrp.com
DGCMarketingFirm.com



4 Lerida Lane,
Hot Springs Village, AR 71909

Skills

Microsoft Office 100%

Social Media 95%

Leadership 100%

Communication 100%

Project Management 100%

Creativity 100%

Multitasking 100%

Teamwork 100%

REFERENCES:

Clara Nicolosi
RE/MAX of HSV
1400 DeSoto Blvd,
Hot Springs Village, AR 71909
501-984-3778

Kurt Hogaboom
Village Villas
4136 HWY 7 N,
Hot Springs Village, AR 71909
610-662-7021

Dannet Botkin, a marketing, sales, and operations professional with more than 28 years of experience, serves as President of *Designs Group Consulting (DGC)*, an Arkansas-based marketing firm. Botkin founded the Group in 2015.

As brand builders, storytellers, designers, and operational gurus, DGC combines branding, material design, advertising, technology, digital marketing, and strategic planning. The Group offers a one-on-one approach to marketing, helping businesses navigate the sometimes-murky waters of marketing.

Before founding DGC, Botkin served as Marketing Director for *Hot Springs Village (HSV) Property Owners Association* from 2011–2015. During her tenure, she opened the HSV Visitor Center as part of a successful marketing strategy designed to create new life and interest in HSV. She created new marketing materials, advertising programs, and websites designed to showcase the Village like never before. In addition, Botkin was responsible for updating and unifying HSV, plus, she spearheaded several community events including a Zombie Run, Motorcycle & Scooter Show, Flash Mob, and a Sprint Triathlon that became a 7-year annual event.

Botkin also implemented a customer relationship management system (CRM) to manage sales leads, coordinated the marketing functions, launched sponsorship programs, and oversaw volunteer management of events while still finding time to manage her department.

Her take-charge attitude and ability to multi-task landed her a critical role in managing operational projects that affected almost every department—public safety, public works, permitting, recreation, golf, and development, including Geographic Information System Mapping (GIS). The targeted results led to additional programs and improved customer service for HSV residents and visitors, as well as growth and development for the community overall.

Botkin graduated with honors (within three years, while working three jobs) from the University of North Texas and immediately went to work in the Buying Offices of *Neiman Marcus* in Dallas. She later moved to New York City to serve as the Marketing Operations & Sales Director for a luxury international soft-goods company.

Botkin's business savvy has extended far beyond marketing and into operations. She managed national and international businesses: analyzing and streamlining operations; upgrading technology; creating and implementing marketing, sales, and public relations strategies while reducing overhead; increasing profits; and restructuring staff in the organization as necessary. In one business, her efforts resulted in an increase of \$1 million in the first year alone and \$3 million within three years. In another instance, the business amassed an increase of \$500,000 in the first year and was able to launch into the Asian market, with her assistance, for even larger, long-term returns.

During her career, Botkin has worked for several well-known brands including *Neiman-Marcus, Thomson-Leeds, Hunter Douglas, Coca-Cola, Nintendo, Aliza Regar, Warner Brothers, Giulio, Chantal Thomass, Lise Charmel, Ritratti, and WellCare*. Her international business career has included stints in Dallas, New York City, Tampa, and Barcelona. She has served in positions from Advertising Account Executive to Director of Marketing and Operations, Logistics Director, and C.E.O.

In Hot Springs Village, Botkin served as a Board Director of the *Village Employee Benefit Fund* and *Hot Springs Village Community Foundation*. She is past Board President for the *Village Loan Closet* (Botkin turned the organization around from red to black financially), and past Board President for *Progressive Connections* (a social club that fundraised for the local fire departments).

AWARDS:

Dannet Botkin was inducted into the *Who's Who* 2009-2010 Edition; Voted *Best POA Employee* in 2013; Voted HSV Area Chamber of Commerce *Entrepreneur of the Year* in 2016; Voted *2nd Best Media Company*, Listener's Choice Awards KVRE; Voted *2nd Best Business* by the *Hot Springs Village Voice* 2019; and Voted *2nd Best Business Owner* by the *Hot Springs Village Voice* 2019.