

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, Business & Marketing Consulting

DESIGNS GROUP CONSULTING / PRESIDENT & OWNER
2015 – PRESENT / HOT SPRINGS VILLAGE, AR

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

In Past - Suncoast Human Resource Management Association, St. Petersburg, FL
Save the Manatee Volunteer, FL
Marine Mammal Path Lab Volunteer, FL
Texas Marine Mammal Stranding Network Volunteer, TX

Current - Hot Springs & Hot Springs Village 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%

Project Management Certificate 1998



AWARDS

Dannet Botkin was inducted into the Who's Who 2009-2010 Edition, Voted Best POA Employee in 2013, and won the HSV Area Chamber of Commerce Entrepreneur of the Year in 2016. She is also a published author.

Other Awards for Designs Group Consulting Include: 2019 2nd Place Business Owner, Reader's Choice Hot Springs Village Voice Award 2019; 2nd Place Media Company, Reader's Choice Hot Springs Village Voice Award, 2019; 2nd Place Media Company, KVRE 92.9 FM Listener's Choice Awards 2019

Dannet Botkin, a marketing, sales, and operations professional with more than 30 years of experience, serves as President and Owner of *Designs Group Consulting (DGC)*, an Arkansas-based marketing firm. Botkin founded DGC in 2015, bringing metropolitan and corporate experience to her customers. She works with clients and staff all over the USA and in Europe. As brand builders, storytellers, designers, and operational gurus, DGC combines branding, material design, video production, advertising, technology, digital marketing, and strategic planning with a one-on-one approach to marketing. DGC also offers business consulting services and promotional products (PromosDGC.com).

Dannet's international business experience includes working with *Chantal Thomass, Ritratti, Lise Charmel, Triumph, Aliza Regar, Nina Ricci, Gemma, Coca-Cola, Hunter Douglas, Neiman-Marcus, Nintendo, Thomson-Leeds, Victoria's Secret, Warner Bros., Giulio, Nicole Miller, La Perla, and WellCare*. Her career includes stints in Barcelona, Spain, Dallas, NYC, and Tampa. She served in various positions, including CEO, with various companies, managing several multi-million-dollar marketing budgets and businesses. Her expertise and experience in marketing and operations is extensive.

Before founding *DGC*, Botkin served as the Marketing Director for *Hot Springs Village (HSV) Property Owners Association (POA)* from mid-2011 to early-2015. During her tenure, with the POA, she launched the HSV Visitor Center as part of successful marketing strategy to welcome visitors and potential residents. She created new marketing materials, advertising programs, social media campaigns, print materials, direct mailers, videos, public relation campaigns, and websites all showcasing HSV. Botkin also developed and managed new events like the Motorcycle & Scooter Show, Zombie Run, Open House Weekends, and a Triathlon; the latter lasted seven years. Each event sold homes, excited current residents about living in the Village, and opened the gates to potential new residents and visitors. She is an expert in marketing and operations and is highly regarded in her field of business.

Botkin has served as a Board Director of the *Village Employee Benefit Fund*, a Board Director for the *Hot Springs Village Community Foundation*, Board President for the *Village Loan Closet*, and Board Director for the *HSV Area Chamber of Commerce*. Botkin is also a *Board of REALTOR(s)* affiliate.

Dannet loves Hot Springs and the Village says, "The region is a magical place." After living in some of the largest cities in the world and traveling to over sixteen countries and almost every state in the U.S., she enjoys the beauty and quiet of the Ouachitas. Dannet is deeply invested in both Hot Springs and Hot Springs Village, and is committed to helping them and the surrounding areas grow and prosper.

Designs Group Consulting (DGC) currently serves small to large businesses across America in almost every industry including logistics, real estate, tourism, hospitality, food & beverage, agriculture, medical, financial, insurance, luxury goods, non-profits, city governments, auto dealers, along with business services such as heat and air, elderly care, construction, the flooring industry, and more. DGC is continually providing pro-bono graphic designs and videos for area charities and clubs such as the Village Cancer Walk, Kiwanis Club, Rotary Club, Special Olympics, Hot Springs Village Community Foundation, Local Fire Departments, and more.

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