

ELIZABETH RAGONA MBA, CLP

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OBJECTIVE

To secure a position in a progressive organization where my diverse skills and knowledge can be applied; and where I am part of a team challenged to meet the needs and expectations of all stakeholders.

SOFTWARE

- Adobe PageMaker/InDesign
- Adobe Photoshop
- Adobe Express (Spark)
- Adobe Acrobat
- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Publisher
- WordPress
- Shopify
- SquareSpace
- GoDaddy
- Microsoft FrontPage
- Mailchimp
- Hootsuite CRM

INTERESTS & SKILLS

- Budgeting
- Community Outreach
- Computer Maintenance
- Creative Writing
- Custom Framing
- Customer Service
- Diversity Training
- Event Planning
- Graphic Design
- Lean Process Improvement
- Marketing
- Merchandising
- Networking
- Painting & Photography
- Preservation Framing
- Project Management
- Public Speaking
- Sales & Sales Training
- Social Media Management
- Strategic Planning
- Team Lead & Supervision
- Technical Writing
- Training Development
- Web Design

SKILLS SUMMARY

- Certified Lean Practitioner, Lic. #14824, (Process Improvement)
- Business, Event and Project Management
- Graphic Design, Design Training and Consultation
- Retail Operations and Supervision, Sales and Customer Service
- Marketing and Social Media Management
- Web Design, including Shopify Store Set-up
- Training Design, Development and Presentation
- PC Troubleshooting and Home Network Set-up
- Financial Bookkeeping and Budgeting
- Watercolor and Acrylic Painting
- 2D Drafting and Technical Illustration
- Custom Framing; Gold Certified Framer & Trainer
- Experience in a variety of business environments including Small Business, Big Box Retail, University, and Banking
- Experience in Church Lay Leadership and Worship Preparation

EDUCATION

Masters of Business Administration with focus on Marketing and Strategic Management

Louisiana State University-Shreveport, Shreveport, Louisiana
August 2019 – May 2023

4.0 GPA with Honors from Phi Kappa Phi, Sigma Iota Epsilon, Beta Gamma Sigma, and National Society of Leadership and Success

Paralegal Professional Certificate Course

Jefferson State Community College, Birmingham, Alabama
September 2011 – December 2011

Bachelors of Science in Accounting

University of Alabama at Birmingham, Birmingham, Alabama
August 1998 – August 2002

3.4 GPA, President's List / Dean's List

- Chapter President: Golden Key International Honor Society

Associate of Science in Business

Jefferson State Community College, Birmingham, Alabama
August 1995 – June 1998

3.8 GPA, Magna Cum Laude

- President's List
- Award – Outstanding Student in Business Administration
- Phi Theta Kappa Honor Society, Alpha Member

MARKETING, WEB & SOCIAL MEDIA COORDINATOR / FRAMING MANAGER

Alabama Art Supply & Magnolia Real Estate, Birmingham, Alabama

July 2014 - Present

- Develop long-term marketing strategies, and develop weekly sales promotions.
- Design all print and digital marketing materials, design in-store signage.
- Web design and weekly maintenance: AlabamaArt.com (for retail) and AlabamaArt.info (for framing)
- MailChimp database management, prepare weekly email blasts, promotion analysis.
- Event planning; Art exhibition, contest and festival planning; and Gallery development.
- Manage all social media channels including Facebook page and group, Instagram, Twitter/X, and YouTube. Use of Hootsuite CRM software.
- Networking with over artists world-wide.
- Magnolia Real Estate: design property sales promotions, collateral materials, and property photography.
- Developed new Alabama Art Supply Framing Department (2021), Custom Preservation Framer.

FRAMING MANAGER

Michaels Stores, Store #2070/Trussville, Birmingham, Alabama

April 2019 - April 2021

- Department Manager responsible for custom frame design sales, production, supplies ordering and supervision of three employees.
 - ◆ Second highest frame shop sales in 14-store District, Top 10% of All frame shops.
 - ◆ Exceeded October 2019—January 2020 sales goals by 13%.
 - ◆ Exceeded FY2020 Goal by 17% despite a 2 month store closure due to local COVID regulations.
 - ◆ Exceeded on-time, redo, and data collection KPI goals.

SENIOR SALES CONSULTANT – TECHNOLOGY SALES AND SERVICES

Office Depot, Birmingham, Alabama

Homewood Store (2005 - 2015) and Hoover Store (2018 - 2019)

- Nationally-ranked salesperson (one of Top 10 individuals) for Protection Plans and Tech Depot Services. Sales of computers, tablets, peripherals, insurance plans and repair services.
- City Tech Captain and Technician for Windows system repair, virus removal, and replacement of hard drives, RAM, and other system components.
- District Trainer responsible for development of Customer Service and Technology Sales Training program. Presentation of training to retail staff, store managers, and district managers.

FINANCIAL ASSISTANT, OFFICE OF STUDENT LIFE

University of Alabama at Birmingham, Birmingham, Alabama

August 2002 - August 2005

- AR/AP, deposits, budget preparation, account reconciliation, managed technology and A/V equipment, event planning, web design, and graphic design.

DIVERSITY TRAINER, OFFICE OF EQUITY & DIVERSITY

University of Alabama at Birmingham, Birmingham, Alabama

August 2004 - August 2005

- Part-time Instructor for University-wide Diversity Training Program

FINANCIAL ASSISTANT, ALYS STEPHENS PERFORMING ARTS CENTER

University of Alabama at Birmingham, Birmingham, Alabama

November 2000 - August 2002

- AR/AP, deposits, budget preparation, ticket price/cost analysis, ticket sales, gift shop sales, assisted with preparation of grant proposals, and graphic design.

DATA SPECIALIST, COMPLIANCE DEPARTMENT

Compass Brokerage, Birmingham, Alabama

June 1999 - January 2001

- Design and maintenance of Financial Services Agent Compliance Database

GRAPHIC PRODUCTION SPECIALIST, BUSINESS & GRAPHIC SERVICES

Compass Bank, Birmingham, Alabama

January 1997 - June 1999

- Design of internal and external promotional materials and signage in collaboration with Retail Operations and Marketing.
 - ◆ Target Excellence Award 1999 awarded for Graphic Design and Customer Service

COMPUTER SERVICES COORDINATOR – GRAPHIC DESIGN CONSULTANT

Kinko's, Inc., Birmingham, Alabama

May 1995 - January 1997

- Small business marketing consultation.
- Sales and preparation of graphic design projects using both Windows and Mac computers.
- Installation and maintenance of Windows and Mac computers.
- Trainer to both customers and staff on use of computer programs including: Microsoft Word, Excel, PowerPoint; and Adobe PageMaker.
 - ◆ Regional Award: Highest Increase in Sales, 1996

GRAPHIC DESIGNER

Attaway, Inc., Anderson, South Carolina

February 1994 - May 1995

- Graphic designer for commercial printer working with customers and press staff to develop camera-ready art.
- Preparation of negatives and plates, and assisting with finishing tasks such as collating, binding and cutting when necessary.

TRAINING PROGRAM PROJECT MANAGER

The Training Group, Jacksonville, Florida

June 1989 - January 1994

- On-site project manager with responsibility for each stage of development in the creation of comprehensive, competency-based training systems.
- Contract negotiations; scheduling and staffing; financial management of the project to maintain a 50% profit margin; client relations; instructional design; and educational materials development from concept to production.
- Additional tasks included technical writing and illustration, photography, typesetting, and materials reproduction, as well as coordinating housing and travel.
- Projects include:
 - Weyerhaeuser Pulp and Paper Plant, Columbus, MS
 - Simpson Pasadena Paper Company, Houston, TX
 - Fletcher Challenge Forest Products, Duncan, BC, Canada
 - Masonite Corp., Laurel, MS
 - St. Joe Paper Company, Port St. Joe, FL
 - International Paper, Kalamazoo, MI (co-manager)
 - Wausau Paper Corporation, Rhinelander, WI (co-manager)