

CHRISTINE TABOR

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QUALIFICATIONS PROFILE

Accomplished, high-energy professional with multiple industry experience and successful track record implementing creative, effective marketing campaigns utilizing the **web, email, print media and/or branding**.

15+ years of valuable experience in **project coordination and management**, sales and customer service with emphasis on strong customer relationships, contact development and retention. Logical and resourceful, excellent communication skills, attention to detail and **tenacious "can do" problem-solving attitude**. Strive to stay abreast of ever changing technologies.

- Knowledge of wide range of software such as Word, Excel, Visio, Publisher, Photoshop, FrontPage, html and some audio/video editing programs
- Internet savvy, enjoy researching new solutions
- Manage projects start to finish; planning, delegation, timelines and SOW (Scope of Work).
- Outsourcing and purchasing skills.
- Comfortable with and good understanding of CSS and JavaScript for editing of existing code – entry to beginner level
- Build basic web sites and email campaigns from scratch utilizing both FrontPage and available templates.
- Maintained and edited existing sites, including publishing to web via ftp
- Utilized various email marketing enterprise engines such as Magnet Mail, AWeber, Constant Contact and 1Shopping Cart.
- Uploading, testing and publishing both html and text versions of email -- managing email campaigns with databases ranging from 100's up to 40,000 recipients. Gather and disseminate results from same.
- Excellent knowledge of print production and pre-press.
- Correspondence, script writing and basic copywriting abilities.
- Voice over and recording capabilities.
- Other previous experience includes direct mail, typesetting, photography and audio visual

PROFESSIONAL EXPERIENCE

CLT Ventures, LLC Clearwater, FL -- February 2007 to present **Self Employed**

CURRENT client work includes producing print ads, web site creation and maintenance, email newsletters and marketing, graphics for various uses and marketing planning for businesses, such as TRX Integration, AMA Fitness Center, Pursuit Fitness, Raymow Construction, G&S Real Estate Advisors, Laketown Wharf Condominium Resort, PerforMax3, Carlson Advertising, Florida Caribbean Productions, Xtreme-remodeling and more. Am also developing online graphics business utilizing internet marketing skills, social networking SEO techniques and product creation.

Key experience: Feb. 07 – Nov. 07 **Consultant/Gen.Mgr. for client Cyclo-CORE, Essex, CT.** Involved in day-to-day operations and decisions. Liaison with customers, fulfillment house, and vendors. Involved in marketing research, newsletters, email campaigns including ad-trackers and auto-responders. Organizing of and/or hands-on web updates, customer records, utilization of ecommerce-shopping cart & affiliate program, customer service issues, credit card gateway access for adjustments, etc. Key organizer for travel and summit meetings, including 4 Day Boot Camp event held in San Diego.

Aspen Marketing (Interactive Division) St. Petersburg, FL -- Fulltime: 2001–Feb. 2007
Program Manager/Project Coordinator -- also via Contract/1099: Feb. – June 2007 and currently as needed basis. Established campaign specifications for Web programs, IVR (Interactive Voice Response) programs and email campaigns via Scope of Work and Design Document. Consulted with client to determine goals and plan of action. Implemented production schedule; delegated responsibilities to include: web and/or print creative, programming, database management and reporting needs, voice talent, outsourcing print, fulfillment or other needs and then overseeing same.

Involved in intensive site testing prior to launch and subsequent ongoing updates. Prepared client reports and surveys. Responsible for an estimated \$15+ million in client accounts since February 2001. Sample client list included but not limited to Expedia, Hewlett-Packard, SBC, ARS Service Express, Nokia, GM, U.S. Air Force Services programs encompassed web sweepstakes and youth oriented online fitness program.

Performance Print/National Colorgraphics St. Petersburg, FL July 1996-Oct. 2000±
Account Executive -- Recruited to leave Fidelity Printing, a large, commercial printing company where I was currently averaging \$500,000 annually in sales -- to build the business of this new, smaller company, utilizing one 29-inch 5-color press to start. First year sales were approximately \$300,000. Built sales to an annual average of \$400,000+. Responsibilities included servicing and maintaining customer base, besides soliciting new business via cold calls, leads and referrals. Procured quotations based on determined specifications and interfaced with outside vendors. Oversaw various projects simultaneously within a fast-pace deadline-oriented environment. Was an integral part of marketing efforts for the Titanic Exhibition.

AWARDS AND MEMBERSHIPS

- MDA Challenge Bike Tour Committee/Board, 2008 for inaugural event. Responsible for web site design and publish, online registration, graphics for and procurement of brochure and poster printing, cycling jersey production, event tshirts and giveaways such as cinch sacks, water bottles, and other marketing needs. First year, net donations approx. \$25,000.
- Diabetes Challenge Bike Tour Committee/Board, 1997-2007. Member of the original board, expanding the event each year. Netting donations of \$85,000 in 2006. Responsible for event marketing efforts such as web site creation and maintenance, print collateral, banner, media placement & jersey design
- Annual fundraising participant: American Diabetes Association; Multiple Sclerosis Society, American Heart Association, American Cancer Society
- Suncoast Cycling Club Webmaster, Email campaigns, Newsletter layout & editor
- Member: Suncoast Cycling Club, League of American Bicyclists, Adventure Cycling
- Winner, Photographic Display, Office Interiors Competition, Detroit, Michigan
- Outstanding Achievement in Photography, Oakland Community College, Michigan

EDUCATION

- Wayne State University, Detroit, Michigan. *Fine Arts Program*
- Oakland Community College, Farmington, Michigan. A.S. Degree, Magna cum laude. (*Audio-Visual Technology/Photography*)
- Franklin High School, Honor Student, top third of graduating class.

Personal and professional references available upon request.

±Employment lapse from Oct. 2000 to Feb. 2001 was due to business closure. Supplemented with freelance work until employment with Aspen Marketing (Interactive)