MARCIA K. CULP

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I am writing to you regarding your hiring campaign. I am interested in a leadership position with your company. I believe that the rich skills and experiences I have gained during my former roles as Media Coordinator, Graphic Designer and Event Designer will make me a valuable asset to your company. Throughout my career, I have developed strong writing, communication, leadership, design skills that have proved helpful in executing my job and I have a tremendous drive and work ethic.

My job responsibilities included engagement with a global network, local community groups, design professionals and artists across the nation and abroad. I have extensive experience in public relations, administration, marketing, training, design trends, Adobe Creative Suite and event design. I am always eager to learn more about creative best practices that impact this growing market. I would love the opportunity to bring my passion for excellence to your organization.

I am confident that my experience as a leader, manager, administrator, designer, researcher and communicator qualifies me for consideration. I would be happy to provide you with samples of my work. I have also enclosed/attached my resume. I would love the opportunity to discuss my qualifications in more detail.

Please feel free to email me or call my cell phone at 419.450.7330 for additional information or to schedule an interview. I look forward to hearing from you soon.

Sincerely, Marcia K. Cult



PROFESSIONAL OBJECTIVE

Seeking an administrative position with a company which will allow me to utilize my skills, abilities and experience that will ensure improved growth, efficiency, increased profitability and the company's overall success.

CAREER SUMMARY

- Strong Marketing Professional, Project Manager and high-energy Administrator with exceptional leadership, communication and people skills.
- Managed and led corporate brand's external and internal voice, leveraging local, national and global network efforts to boost brand awareness through engaging content, corporate news, conference planning, event design and annual year-end reporting collateral.
- Skilled in Event Management, Intellectual Property Valuation, Instructional Design, Creative Direction, Strategic Planning, Graphic Design, Community Engagement and Team Building, driving alignment with corporate vision in a productive, fast-paced and pleasant work environment. Experienced Adjunct Professor with a demonstrated history of working in the higher education industry.
- Excellent Speaker. Arts Ambassador. Developed inhouse talent acquisition strategies, to allow organizations to reallocate and streamline manhours and budgets to achieve a more blended Return on Investment. Technical Proficiencies include Adobe Creative Suite and Microsoft Office.
- Experienced in corporate brand-imaging and promoting corporate vision with high-performance and peak levels of productivity.

- Ensured the successful development of interactive solutions, branding strategies, and marketing collateral.
- Acquired high quality assets, optimize workflow, and establish best practices. Led all stages of innovative, branded and revenue-generating events, exceeding employer expectations, while producing memorable, premium-quality functions for intimate gatherings and large crowds.
- Successfully championed new organizational efforts while working in a high-energy, dual role of Event Design Coordinator and Media Coordinator for more than 20 years, demonstrating attention to detail.
- Achieved higher levels of quality and production speed by streamlining processes between creative, technology, editorial, and project management teams.
- Applied organization skills, communication, negotiation abilities, time management, creativity, and problem-solving by delivering each event with rigorous timelines, at or under budget.
- Significantly increased efficiency by proactively identifying and eliminating areas of redundancy and bottlenecks.
- A valuable asset with an unparalleled work ethic that will optimize and elevate any organization.

PROFICIENCIES & ADVANCED SKILLS

- Excellent Communicator
- Independent Thinker
- Thought Leader
- Active & Present Listener
- Exceptional Interpersonal Communication
- Talent Acquisition & Development
- Developed strong internal relationships
- Utilized the network of resources available
- Graduated lean training
- Volunteer Staff Cross-training
- Proactive leader
- Problem-solving
- Lean Management Strategies
- Workforce Strategies for Cost Efficiency
- Budget Optimization
- Sales Planning & Forecasting
- Team Leadership
- Project Management
- Client Relationships & Retention
- Developed Marketing & Sales Channels
- Inventory Management
- Event Production & Management
- Conference & Meeting Planning
- Creative Direction & Graphic Design
- Strategic & Contingency Planning
- Vendor Negotiations & Travel Coordination
- Brand Strategy Alignment
- Budgeting & Cost Control Solutions
- VIP Relations
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Microsoft Word

KEY PROJECTS

- Global Networking Events
- Fundraisers
- Campaign & Product Launches
- Digital Product Design
- Black-Tie Corporate Events
- Community Conversations
- Strategic Planning
- Casual & Formal Events
- Family Events
- Logo Design/Brand Images/Signage/Exhibits
- Volunteer Staff Meetings
- Conferences, Music Concerts, Festivals
- Groundbreakings
- Media Events
- Appreciation Events
- Teambuilding Events
- Volunteer Crew Rallies
- Corporate and Private Banquets & Receptions
- Interior Design
- Event Design
- Silent Auctions

MANUFACTURING/PRODUCTION EMPLOYMENT EXPERIENCE

HoneyBaked 2019 - present

Seasonal Production Holland, OH

Essential Job Functions

Completes job tasks in various operational areas such as production, sanitation, vacuum pack, packing, shipping & receiving during the non-holiday months in an ambient temperature environment from 40 - 50 degrees

- Provided a creative design solution that shortens the
- * Completes operational duties to include: Slicing, QA, Glazing, Product loading or unloading, Freezer work, Sawing, Food safety, General cleaning and Janitorial duties.
- * Production associates are generally in charge of ensuring correct quality control of materials and end products produced by HoneyBaked ham.
- * Insures associate safety to include proper wearing of all PPE.
- * Perform all necessary requirements for GMP
- * Performs other duties as required by business and department requirements.

KEY RESULT AREAS

- * Quality assurance results vs Plan
- * Food safety record
- * Production levels vs Plan
- *Waste levels vs Plan
- * Attendance record
- * Associate safety record

Renaissance Hotel 2019 - 2020

Banquet Receptions/The Heights/Brim House Events

Toledo, OH

- Set up for banquet events with table, chair, china, and silverware placement
- Service food and beverages according to standard and instruction
- Clear tables throughout the dining experience using proper methods
- Give personal attention to guest service, and take personal responsibility for job performance within a team dynamic
- Listen, apologize with empathy, find an execute solutions when resolving guest concerns
- Maintain Clean banquet area during and clear following the dining experience
- Perform other duties as required while delivering genuine hospitality



MEDIA & CREATIVE EMPLOYMENT EXPERIENCE

Owens Community College 2018 - present Workforce & Community Services, Adjunct Instructor Continuing Education, Artful Living, Personal Enrichment Courses Northwood, OH

Essential Job Functions

- Created, Planned, prepared, and taught introductory course to the event industry
- Initiated interactive activities that furthered understanding and created a positive learning environment.
- Encouraged students to achieve their goals through open communication, positive feedback, and support.
- Utilized appropriate computer technology to enhance student learning process.
- Incorporated higher-level learning and assisted the students to develop information literacy and problem-solving skills.
- Organized, prepared and revised/updated course materials.
- Developed policies to disseminate the course content.
- Provided opportunities for in-class discussions.
- Ensured that the content and level of material asked in exams are adequately covered in classroom teaching.
- Coordinated all details of meetings, exhibitions, conferences, product launches, fairs and other events dedicated to employees and clients.
- Liaising with community groups, managing budgets, organizing facilities, coordinating suppliers and venues
- Provided excellent organizational abilities, attention to details, multi-tasking and time management
- Designed exceptional hands-on community event experiences to measure performance and evaluate production execution.

Cornerstone Church Inc. 1996 - 2018

Media Coordinator/Creative Coordinator Toledo, OH

- Coordinated and communicated with outside vendors to maximize relationships, efficiency, performance, human resources and service standards
- Ensured that Creative direction translated from staff, volunteers and vendors.
- Provided a creative design solution that shortens the lifespan of a project, which increases the profitability of an event while fulfilling the needs of the members.
- Directed simultaneous projects for event design, print and web media for themed-events.
- Photographed events, developed and trained other photographers.
- Orchestrated product and location photo shoots.
- Managed all aspects of the creative process for a wide range of projects to engage volunteer departments and staff members to increase program participation.
- Enhanced vendor relationships by delivering quality design and responsive action to employer needs.
- Oversee all copy and content deliverables for organization.
- Wrote copy and content, and participated in design development, for marketing/public relations campaigns.
- Turned employer's under-utilized annual report 4 page letter into a widely circulated, in-demand print/digital 64+ page magazine for year end business review promoting a stronger brand image.
- Research and designed 12-page monthly bulletin/magazine for members.
- Research and design for 100-page year-end report/magazine for non-profit members, businesses, city leaders and commuity partners.
- Recruited, oriented and trained volunteer staff
- Responsible for business development, strategic partner relations, and promotions
- Developed account relationships and identified resources to fit customer needs
- Responsible for marketing development to new and existing clients

EVENT DESIGN CORPORATE EVENT

Live Your Future 2019 - present Corporate Event Liaison, Creative Director Toledo, OH

Essential Job Functions

Creates, consults, coordinates and collaborates with some of the very best in the industry to produce an unparalleled event full of surprises, but executed with great detail, precision, and excellence.

- Ensure expectations are not only met but exceeded from the beginning until the conclusion of each events
- Strategic counsel and plan development
- Message development and media training
- Event planning, management and execution
- Room Staging
- Multimedia presentations/Graphic Design
- Wrote execute project plan for new program launch
- · Managing a detailed timeline and budget
- Venue selection and contracts
- Liaising with event vendors such as AV, catering, transport, staging, photographers
- Make arrangements for all speakers/presenters so they are prepared and at event site
- Ensuring all funds raised are accounted for and receipts are issued
- Pre and day of coordination of all event registration requirements
- On-site Event execution
- Oversee Vendor set-up
- Attendee Evaluation
- Capturing onsite and post event feedback
- Delivering a post event analysis report detailing achievements and providing recommendations for future events

Cornerstone Church Inc. 1996 - 2018

Event Design Coordinator Toledo, OH

- Motivated and supported Design team members to exceed departmental and corporate goals
- Supervised individuals who have a diverse array of responsibilities
- Transformed creative team visions into crowd-pleasing events that were executed flawlessly, within budget and to rave reviews.
- Created, organized and managed all aspects of hundreds of acclaimed projects and special events.
- Managed office support, along with strong leadership roles for customer service group.
- Ensured key accounts were tracked and well-managed.
- Negotiated and booked venues, transportation, vendors, A/V, entertainment, utilities, etc.
- Prepared event statistics and designed layout material and content for staff and volunteers and members.
- Created, coordinated and staffed volunteer engagement
- Tracked and reported costs, sales, and other various statistics for each event.
- Held meetings with volunteers reported outcome to staff/ leadership teams and proprietary information in reserve.
- Worked with venue catering managers to plan, create and deliver exceptional events.
- Created, designed and organized events from conception to completion; arranged stage and program schedules; managed on site logistics, traffic flow, event riders etc.
- Designed books, brochures, signs, flyers and photographed for multi-day global conferences.
- Attended motivational conferences and workshops to ensure that organization's creative team was rejuvenated with cutting-edge resources and solutions.
- Provided creative design, style and themes for each event. Successfully recruited and trained volunteers as needed.
- Identified and maximized methods to create, propose and spend budgets effectively; participated in events as a greeter, site manager, photographer or whatever was necessary.



Graphics Mailing Corporation 1985 - 1987

Account Executive/Graphic Design Toledo, OH

Essential Job Functions

- Represented company to clients delivering renewable revenue
- Balanced role between hunting new clients and writing branded promotions for existing clients.
- Liaised between the client and graphic designers
- Determined client needs through an in depth interview process, wrote the print advertisements, and directed the graphic
- Wrote ad copy to increase business foot traffic.
- Sold advertising to local and national businesses, non-profit organizations and advertising agencies.
- Consistently met or exceeded monthly sales goals.
- Rebuilt under-developed territory using excellent customer service and organizational skills.
- Resurrected inactive accounts, serviced existing accounts and obtained new accounts through lead follow up.
- Maintained frequent contact with key accounts.
- Prepared client presentations, including advertising schedules, rate quotes, layouts and contract proposals.
- Negotiated with key accounts to commit to new advertising products

TJ Maxx 1984-1985

Cash Officer/Customer Experience Coordinator Toledo, OH

Essential Job Functions

Responsible for promoting an excellent customer experience. Oversees a team of Associates at front of store ensuring prompt, courteous customer service and promotion of loyalty programs.

- Engaging and interacting with all customers to create a positive internal and external customer experience
- Understand the company's culture and demonstrate it to the team
- Promotes a culture of honesty and integrity; maintains confidentiality
- Takes an active role in training and mentoring Associates on front end principals using appropriate company resources and tools
- Trains and coaches Associates on personalizing the customer experience while promoting loyalty programs
- Assigns registers, supports and responds to POS coverage needs, and coordinates breaks for all Associates
- Addresses customer concerns and issues promptly, ensuring a positive customer experience
- Ensures Associates execute tasks and daily activities in accordance with store plan; reprioritizes as needed
- Communicates accurately and effectively with management and Associates when setting and addressing priorities; provides periodic progress updates
- Provides and accepts ongoing recognition and constructive feedback
- Partners with Management on Associate training needs to increase effectiveness
- Promotes credit and loyalty programs during customer interactions
- Supports risk management efforts
- Meet and exceed personal and store sales goal and standards of performance.
- Managing cash transactions in a company.
- Securing all store cash from transactions and properly storing in a secure safe

Proctor & Gamble 1984 - 1985

Regional New Product Marketing Representative Toledo, OH

Introduced and Displayed Procter & Gamble's New Products through In-store visits

Essential Job Functions

- Traveled throughout the Ohio/Michigan terriotory to set up new marketing displays and to ensure deliver new product deliveries
- Translate brand briefs into strategic plans to meet goals/objectives by leading holistic media planning for a portfolio of brands across all media channels such as TV, OTT, Social, Digital, Audio, etc.
- Leverage industry planning tools, data, schematics, market understanding and a relentless focus on the consumer to conduct audience identification analysis and scenario planning.
- Support ongoing scenario planning, plan changes and authorizations.
- Work with agencies/stores to confirm in-store campaign launches and merchanndising plans
- Collaborate closely with store management for plan inputs and to ensure campaigns are executed and optimized in line with brand plans.

Proctor & Gamble 1983 - 1984

New Product Launches/Test Marketing Representative Toledo, OH

Introduced Procter & Gamble's "first truly global brand," "Always Maxi Pads" the new feminine hygiene product, designed to provide the ultimate comfort and protection via test market interviews and simulated demonstrations to the Toledo Metropolitan area. They were first introduced in the United States in test markets in the spring of 1983, then nationally in May 1984.

- Determine the nature and response of the market towards the newly developed products
- Conduct Interviews with target audiences throughout Toledo and surrounding communities to provide information about the product
- Assist management in finding out what improvements are needed in that product
- Attend new product orientation
- Study the product fact sheets
- Determine the potential of the new product, advertising appeal and advertising media
- Evaluate the interview process
- Work with marketing teams and non-profit organizations who host test-market events to understand marketing strategies, business objectives, and key questions that will be asked.
- Leverage prior test performance and new insights to provide testing recommendations (defining the hypothesis, reporting, audience segments, and demographics, etc.)



Ohio Citizens Bank 1982

Trust Officer/Administration Assistant *Toledo, OH*

Essential Job Functions

- Supports Trust Estate Officer Supervisors in servicing accounts and responding to customer requests.
- Processes sales and purchases of securities and other investment related transactions.
- Trust Administration Assistant tracks confirmations, audits transactions according to policy.
- Researches and resolves any accounting issues.
- Assist trust management in administration of trusts and estates enabling individuals with disabilities to perform the essential functions.
- Keep good and accurate records of investments made, taxes paid and correspondence received.
- Assist trust management with cash management, client statements.
- Review transactions for errors and inaccuracy.
- Assist withh the administration of trusts and estate accounts.
- Monitor trust investments and make appropriate changes as suggested by trust officers and advisors.
- Respond to customer inquiries and needs.
- Provide exceptional fiduciary, personal income, gift, and estate tax compliance services as well as estate planning advisory services.
- Provide leadership and be responsible for the quality delivery of services to exceed the expectations of our clients.
- Review and analyze account statements from various brokerage houses and financial institutions' mutual fund statements.
- Responsible for evaluate, investigate, gather and present financial data, tax information and credit documentation for verifying a client's' credit worthiness.

Ohio Citizens Bank 1982

Trust Officer/Administration Assistant Toledo, OH

Essential Job Functions cont'd

- Consult with relationship managers and portfolio managers in preparing customer information for credit review and loan presentations.
- Remain flexible and taking on other due diligence and portfolio maintenance responsibilities to enable the success of the bank.

Toledo Hospital 1982

Accounts Payable Assistant Toledo, OH

Essential Job Functions

- Offer administrative support to accountants
- Performing minor accounting tasks
- Filing documents
- Bookkeeping of patient Medical accounts
- Making calls to patients for billing questions
- · Reconciled patient statements with services delivered
- Processed invoices for payment
- Perform reconciliations of all General Ledger balances
- Ensuring proper classifications of patient statement
- Researches account discrepancies utilizing critical thinking skills
- Resolves discrepancies by following through until the customer account is correct
- Interacts with patients to resolve discrepancies on accounts
- Reconciles accounting statements
- Reviews accounts with credit balances to determine if account maintenance is needed.
- Processes credit card payments for balances due & reconciles monthly billing statements
- Tracking of payments from insurance companies

Paul Harris 1980 - 1982

Store Manager Toledo, OH

- Manage day-to-day store operations
- Enhance customer satisfaction, meet sales and profitability goals and manage staff effectively. Store manager responsibilities may include supervising assistant store managers.
- Developing store strategies to expand store traffic and optimize profitability
- Meet sales goals by training, motivating, mentoring and providing feedback to store staff
- Ensuring high levels of customers satisfaction through excellent service
- Develop business strategies to raise our customers' pool, expand store traffic and optimize profitability
- Meet sales goals by training, motivating, mentoring and providing feedback to sales staff
- Ensure high levels of customer satisfaction through excellent service
- Complete store administration and ensure compliance with policies and procedures
- Maintain outstanding store condition and visual merchandising standards
- Report on buying trends, customer needs, profits etc
- Propose innovative ideas to increase market share
- Conduct personnel performance appraisals to assess training needs and build career paths
- Deal with all issues that arise from staff or customers (complaints, grievances etc)
- Be a shining example of well behavior and high performance
- Maintain operations by initiating, coordinating and enforcing program, operational and personnel policies and procedures
- Coordinated and communicated with outside vendors to maximize relationships, profitability, performance, and service standards
- \bullet Contribute to team effort by accomplishing related results as needed
- Maintain inventory by implementing purchasing plans and staying in contact with vendors and shippers and fulfillment services

Paul Harris 1980 - 1982

Store Manager Toledo, OH

Additional Job Functions

- Develop a schedule of holiday activities and promotions throughout the year strategically designed to bring in more revenue
- Provide training to improve the knowledge base of the staff and utilize cross-training methods to maintain productivity when employees are absent
- Work with vendors and manufacturers to bring in effective marketing displays for the sales floor and store windows
- Manage all controllable costs to keep operations profitable
- Manage stock levels and make key decisions about stock control
- Analyze sales figures and forecast future sales and interpret trends to facilitate planning
- Deal with staffing issues such as interviewing potential staff, conducting appraisals and performance reviews, as well as providing or organizing training and development
- Ensure standards for quality, customer service and health and safety are met
- Respond to customer complaints and comments
- Organize special promotions, displays and events
- Update colleagues on business performance, new initiatives and other pertinent issues
- Tour the sales floor regularly, talking to colleagues and customers to identify or resolve urgent issues

Thom McAnn 1978 - 1980

Store Manager
Toledo, OH & Northwood, OH

- Plans and directs the day-to-day operations of the store.
- Develop strategies to improve customer service, drive store sales, increase profitability
- Maintain high store standards and conditions and foster a positive environment.
- Ensure customer needs are met, complaints are resolved and service is quick and efficient
- Ensure all products and displays are merchandised effectively to maximize sales and profitability.
- Forecast staffing needs and develop a recruiting strategy to provide optimal staffing in all areas.
- Reports to District Manager
- Maintain and adjust operations to stay within the corporate budget and make any changes necessary to sustain the projected profit margin for each quarter.
- Complete store operational requirements by scheduling and assigning employees; following up on work results
- Recruit, select, orient and train employees
- Monitor and secure inventory by implementing security systems and measures
- Protect employees and customers by providing a safe and clean store environment
- Maintain the stability and reputation of the store by complying with legal requirements
- Determine marketing strategy changes by reviewing operating and financial statements and departmental sales records
- Maintain professional and technical knowledge by attending local, district and regional management workshops and conferences
- Maintain operations by initiating, coordinating and enforcing program, operational and personnel policies and procedures



Thom McAnn 1978 - 1980

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OTHER WORK EXPERIENCE

Sear's & Roebuck 1976 - 1977 Catalog Sales Associate Anderson, IN

United Consumers Club 1975 - 1976 Direct Marketing & Sales Manager Anderson. IN

Shopper's Guide 1973 - 1974 Newspaper Layout Artist & Typesetter Anderson, IN

Anderson Public Schools 1972 - 1973 Baker/Cook/General Food Preparation & Service Anderson. IN

AWARDS, RECOGNITIONS & AFFILIATIONS

Cambridge Who's Who Among Executives & Professionals Award

Award

TOLEDO.com

Named one of Toledo's "Creative Natives" 2016

National Association of Photoshop Professionals, N.A.P.P. (Kelby One)

Professional Membership

National AfterSchool Association, N.A.A.

Member/Ambassador

American Institute of Graphic Arts, AIGA

Member

New York Institute of Art & Design, N.Y.I.A.D.

Event Design Certificate Program Member New York, NY

NASA, National Aeronautics and Space Administration

Solar System Ambassador 2022 & 2021 OSIRIS-REx Ambassador 2020 Citizen Scientist JPL Infographic Designer

SOCIETY6

Member/Maker

An international marketplace fueled by creativity and artist interaction. Empowering Independent Artists worldwide.

GALLERY EXHIBITIONS

NASA, National Aeronautics and Space Administration

"We The Explorers" Program, *Outerspace Digital Art Gallery* Commemorating the USA's First Asteroid-Sampling Mission 2016 - 2023. Created two original works of art "Asteroid I" and "Asteroid II" in March 2016. The digital art was then loaded onto a microchip and permanently installed in an Outer Space Digital Art Gallery, aboard the spacecraft "OSIRIS-REx" on its seven-year mission to map and bring back a sample of the Asteroid "Bennu," scheduled for a return to earth in 2023 for further research. Attended the pre-launch ceremonies and festivities at Kennedy Space Center and the historic launch of the spacecraft at Cape Canaveral, FL in 2016. The artwork will remain in orbit around the Sun for millennia aboard the solar-powered spacecraft.

Prizm Creative Community

SamB's Restaurant Gallery Art Exhibit 2010

Sur St. Clair Gallery

Mixed Media Art Exhibit 2011

Art Walk

Open Studio Art Exhibits 2009/2010/2011/2012

Artomatic 419!

Gallery Exhibits 2009/2010/2011/2012/2013/2014/2015

'Tis The Secor

Art Loop

Open Studio Art Exhibits 2009/2010/2011/2012

EDUCATION

Anderson High School, Anderson IN Diploma

Anderson University, Anderson, INBusiness Administration/Marketing

Davis Jr. College, Toledo, OH *Real Estate*

Owens Community College

Adjunct Instructor
Artful Living Department/Personal Enrichment
Event Design 101
Advanced Event Design
Cultural Wellness
Storytelling: The Art of Listening and Telling
Living Right in a Left-handed World

REFERENCES & SAMPLES OF WORK ARE AVAILABLE UPON REQUEST