

TSQUARED CONSULTING

AGENCY OPERATIONS | STRATEGIC MARKETING | CLIENT MANAGEMENT

results@tt2consulting.com 

908.827.1782 

New York, NY 

www.tt2consulting.com 

SKILLS

Budget Management
Team Leadership
Project Planning
Client Management
Improving Efficiency
Risk Assessment
Resource Management
Advertising & Promotions
Brand Marketing
Marketing Research & Analysis
Reporting & Analysis
Process Development
Identifying Client Needs
New Business Development
Powerful Presentations
Employee Training & Management
Direct & Digital Marketing

EDUCATION

BACHELOR OF SCIENCE
Advertising/Marketing
Communications & PR
Concentration: Event
Management Planning
America's University
2002

PROFESSIONAL PROFILE

Dynamic and results-driven professional with extensive experience impacting organizational presence, profitability, and performance through execution of high-impact sales, and operations strategies. Deliver exceptional results through business development, strategic market positioning, and organizational planning. Expertise in building programs designed to engage customers, inspire purchase, and create loyal and motivated advocates.

EXPERIENCE

XYZ Company

Brooklyn, NY

DIRECTOR OF OPERATIONS

2013 - Present

Promoted to manage daily operational activities, execution of agency operations and establishment of company objectives. Responsible for managing Master Service Agreements and developing the annual business plan while simultaneously driving the strategies to improve the company's operational efficiencies while increasing profitability through the identification of emerging opportunities and acquisition of new business.

- Negotiated multiple contracts to secure business partnerships for the agency resulting in Agency of Record for top tier clients and over \$1.2 MM in revenue.
- Improved employee productivity by 25% with the development of new time tracking management system.
- Established expense reporting and tracking procedures ensuring 99% accuracy of billable expenses.
- Managed launch of new company website resulting in over 25% increase in traffic.
- Demonstrates financial acumen across standard business accounting/finance documents such as income statements, balance sheets, and sales reports.
- Management of human resources activities including oversight of review process, development of new hire process and events to strengthen employee morale.
- Lead account management team, creative team and office manager in relation to adherence to client MSA requirements, and compliance of operational procedures.

ACCOUNT DIRECTOR


2008 - 2013


Delivered exceptional client service and strategic development for XX accounts. Cultivated solid client relationships, ensured service delivery in compliance with scope of work and supervised performance of direct reports to maximize profitability and satisfaction. Oversaw financial performance of accounts against budget and examined deployment of resources against contract levels.

- Presented Fortune 500 clients with comprehensive solutions from brainstorming to ideation including strategic planning, branding, creative design, shopper marketing, consumer promotions, collateral, experiential marketing, digital/social media execution, sales toolkits, ad campaigns, and direct mail.
- Lead up to 25 creative projects including internal creative brief development and coordination with brand teams, customer teams and vendors.
- Worked closely with client cross-functional teams including consumer marketing, trade development, operations, merchandising, and category managers, directors and buyers
- Managed internal creative process, coordinating with client brand teams to ensure adherence to global brand guidelines, brand tone of voice and design standards and facilitate brand and legal review/approvals.


TSQUARED CONSULTING

AGENCY OPERATIONS | STRATEGIC MARKETING | CLIENT MANAGEMENT

results@tt2consulting.com 

908.827.1782 

New York, NY 

www.tt2consulting.com 

TECHNICAL SKILLS

Microsoft Office Suite
Adobe Illustrator
Adobe InDesign
HTML
Microsoft Publisher
Basecamp
Outlook

ACTIVITIES & SERVICE

Delta Sigma Theta Sorority, Inc.
National Action Network
The Kids League

EXPERIENCE continued

ABC Company

New York, NY

BRANCH OPERATIONS MANAGER

2004 - 2008

Developed overall branch operational strategy, sales and marketing plans. Generated new business referrals and responsible for managing over 100 corporate client accounts. Performed marketing analysis to devise and implement area growth plans for Wall Street/Financial District clientele.

- Managed the efforts of all branch employees in providing a high level of customer service.
- Review and analyze reports, financial statements and billing to provide recommendations to increase profits.
- Manage branch receivables, including negotiating payment plans and collection systems.
- Hire and train management trainees/interns; administer reviews and manage their performance.
- Oversee the daily reconciliation of all branch assets contained within the branch as well as all vehicles.
- Area representative for Corporate Diversity Team and assisted with implementing diversity strategy and events.

BRANCH ASSISTANT RENTAL MANAGER

2005 - 2006

Managed a successful team of an average of 15-35 employees in a fast-paced, high volume airport rental operation. Performed inside and outside sales and marketing to maintain and establish relationships with new and existing business clients.

- Supervised all daily tasks related to planning and overseeing the fleet strategy for the branch.
- Reviewed and analyzed all reports, financial statements and billing to increase overall results.
- Assessed and analyzed competitive environment and compiled detailed brand reports based on market research in order to develop and implement.

MANAGEMENT TRAINEE

2004 - 2005

Provided a high quality of service to all retail, insurance, dealership and corporate customers. Maintained and established strategic relationships with existing and new corporate accounts.

- Ranked #1 on regional performance matrix for achieving excellent results in the areas of sales, marketing and service.
- Successfully completed all training sessions and activities; passed management qualifications exam with a score of 95.

ACCOUNT SPECIALIST: ACME Solutions

2001 - 2004

Assisted various mutual fund and financial service companies in managing and updating client portfolios. Processed various transactions and prepared financial statements.

SALES & MARKETING SPECIALIST (INTERN): Santa Claus Companies

2000 - 2001

Assisted sales team with creating and organizing client profiles, identifying target audience, promotional efforts, and media kits.