

MADISON RODRIGUEZ PAGE

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STRATEGIC PLANNING and MARKETING

PROFESSIONAL PROFILE

- Dynamic, savvy, MBA-educated professional offering successful leadership in advancing nonprofit-sector fund development, including track record of identifying, soliciting, and stewarding \$3.5 million in funding from individuals, government agencies, foundations, and corporations, from Fortune 500 to local firms.
- Motivated achiever who is nationally recognized for combining program excellence, integrity, and innovation with best practices and disciplined attention to achieving immediate and long-term goals and objectives.
- Goal-driven performer who has directed organizational assessment and capacity-building plans to achieve improved performance benchmarks in funding and audience development while collaborating with cross-functional staff teams, senior managers, board members, community representatives, and consultants.
- Experienced grantsmaker who has served as a panelist, site reviewer, and consultant to national, state and municipal funding agencies.
- Skilled marketer who has created and executed high-impact, multimedia marketing campaigns that consistently generated new revenue streams and achieved improved performance in targeted market segments.
- Proficient manager who has directed and managed up to 18 professional, technical, and support staff, as well as operating budgets of up to \$1 million.

KEY COMPETENCIES GAINED THROUGH EXPERIENCE AND MBA PROGRAM

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| • Competitive Analysis | • Niche Marketing | • Sales Support |
| • Market Intelligence | • Marketing Communications | • Marketing Strategy |
| • Positioning Strategies | • Public Relations | • Special-Events Management |
| • Global Marketing | • Public Speaking | • Product Development |

PROFESSIONAL EXPERIENCE

Manager, Hispanic Communications, Global Sales and Marketing Communications Group, IVC Industries, Freehold, NJ, Feb. 2002 to Jan. 2003

- Successfully launched only Spanish-language presentation of international touring exhibition of 500 photographs to mark first anniversary of Sept. 11, which served 50,000 visitors over two-month period.
- Created organization from start-up position to fully functioning non-profit fund/exhibition in less than six months by formulating and directing all aspects of fundraising, marketing and public relations, programming, operations, IT, staffing, and budget management.
- Organized high-profile project advisory committee with local mayor as honorary chair; directed logistics for and presided over televised opening-day ceremony with local Hispanic dignitaries as featured speakers.
- Researched, identified, and secured \$600K in direct and major in-kind support from corporations, foundations, city/county agencies, and individual donors; managed all aspects of sponsor relations and recognition benefits.
- Designed and executed strategic marketing and promotional plan that achieved exceptional market penetration and resulted in exceeding projected attendance goals by 30 percent.
- Maximized modest budget of \$15K to orchestrate media-relations campaign that resulted in 34 print and 50 broadcast placements totaling \$219,000+ in ad equivalencies and yielding 5.7 million audience impressions.
- Directed Web site design/development from concept through testing; site received 18K hits upon launch.
- Negotiated and consulted on lead sponsor's cause-related marketing campaign, including TV, print, and radio advertising valued at \$312K.
- Partnered with eight key Hispanic civic and business groups on special promotions and events.
- Managed creative teams/outside agencies in design, copywriting, production, and distribution of all print collaterals, such as press kits, direct mailers, brochures, and point-of-purchase displays.

Business Development Director, Greater Jersey Shore Chamber of Commerce, Long Branch, NJ, June 1998 to Oct. 2001

- Served as department head in Jersey Shore area's only business-development organization.
- Supervised and directed staff of 15 and 65 volunteers.
- Developed and monitored annual operating budget of \$769K; prepared monthly/quarterly/year-end projections, financial reports, and forecasts
- Directed reassessment and complete organizational overhaul of Chamber programs, marketing and resource utilization, resulting in substantial gains in new/upgraded membership, best-ever, event attendance, and a 200 percent increase in new-business relocations.
- Implemented first foundation/corporate-giving program that led to contributions from national corporations.
- Developed aggressive marketing/media relations campaign that drove exponential growth in market base and regional/national feature/editorial coverage in major media outlets.
- Initiated Chamber's first media sponsorships.
- Served as a staff representative to Board Strategic Planning Committee and Development Committee.

Latin American Account Representative, Techplex Software, Inc., Red Bank, NJ, Jan. 1992 to June 1998

- Directed multi-year planning, marketing, and daily operations for two key software sales departments.
- Hired, trained, supervised, and evaluated 17 sales reps, contract employees, and interns.
- Oversaw preparation, monitoring and reporting for annual operating budget of up to \$1 million.
- Led team in achieving per-capita store sales well above national average.
- Initiated new marketing initiatives and strategic partnerships that increased sales by 300 percent and earned revenues by 150 percent.
- Earned significant sales and leadership awards.

EDUCATION and PROFESSIONAL DEVELOPMENT

- *Master of Business Administration in Marketing*, Princeton University, Princeton, NJ, Aug. 2001
- *Bachelor of Arts in Business Administration*, Douglass College, New Brunswick, NJ, 1991; Minor: Spanish
- *IVC Industries Leadership Development Program*, 2002
- *Jersey Shore Blueprint for Leadership*, United Way, West Long Branch, NJ, 2001
- *Course: Getting Results without Authority*, American Marketing Association, 2000

CIVIC AFFILIATIONS and ACTIVITIES

- Public Relations Chair, Jersey Shore Opera, West Long Branch, NJ, 1996-2000
- Member, Metroplex Interpreters and Translators Association, West Long Branch, NJ, 1993-2000
- Board Member, Family Guidance Center, West Long Branch, NJ, 1995-1996