

MACIE SCOGGINS

A s s e r t i v e ... M o t i v a t e d ... D e t e r m i n e d ...

(510) 693-5621

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5263 High Street

Alameda, CA 94501

Seeking Position As:

MARKETING & PUBLIC RELATIONS EXECUTIVE

Professional with strong leadership and motivational skills; proven ability to quickly build rapport, establish trust and train and motivate people of all levels. Recognized for professionalism, positive mental attitude, commitment to excellence and demonstrated ability to communicate and interact effectively with senior management and associates. Precise, detail-oriented worker with proven skill in managing large volumes of information and facilitating multiple tasks in deadline-driven environment. Sound judgment and decision making skills. Polished presenter and astute negotiator able to forge solid relationship with strategic partners and clients. Entrepreneurial thinker and deal-maker.

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| ◆ Communication Skills | ◆ Policy & Procedure Interpretation |
| ◆ Trilingual-English, Russian & Ukrainian | ◆ Analytical Skills |
| ◆ Relationship Building Initiatives | ◆ Strategic Partnerships |
| ◆ Team Building and Leadership | ◆ Marketing Development Lifecycle |
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CAREER HIGHLIGHTS

- Founded a venture-backed internet company that encompasses the first social network and blogging destination for children.
- Successfully developed and set up an international marketing organization for a \$1B company.
- Extremely knowledgeable in Telecommunications technology, and expert in Social Media.
- Honored with an International Design award for tradeshow properties and event production.

PROFESSIONAL EXPERIENCE

Jamsetown Express

Vice President of Marketing

Oakland, CA

October 2005 – Present

- Oversee in-house staff; develop direct mail, print and internet advertising, packaging, publicity, merchandising, branding, market research and promotions.
- Strengthened company management structure by recruiting key personnel for production, distribution and accounting operations.
- Responsible for the strategic, sales, and business management of the company's publications operations.
- Developed company from concept to launch and acquired 30,000 subscribers in a 3 month period
- Secured venture funding within 6 months of company launch
- Drove unique web visits from 0-350,000+/day within 6 months

THESTAR Viacom

2002-2004

Director, International Marketing
Alameda, CA

- Managed international marketing operations for North America, EMEA, APAC and CALA regions.
- Served in several departments including business analytics and competitive analysis, marcom and partnership programs.
- Paved the way for potentially lucrative contracts through customer relationship-initiatives and leveraged extensive industry contacts to implement win-win strategies.
- Recruited, staffed, trained and mentored team.
- Created strategic/tactical campaigns that targeted key accounts for expansions.
- Challenged to grow business through highly volatile and competitive market conditions.

The Zhone Networks

2000-2002

Director of Corporate Communications and Public Relations
Oakland, CA

- Recruited upon company startup due to expertise and proven success with marketing, communications and public handlings.
- Developed all marketing materials and related assets.
- Managed all communications activities and corporate events for US and international.
- Directed and accountable for the management all analyst relations.
- Developed high impact customer communications pieces, campaigns.
- Tracked and reported marketing activities
- Organized well-attended special events, including conferences, and created unique presentations.

EDUCATION

University of California, Berkley
Bachelors Degree, Politics

1982 — 1986

**References Gladly Provided Upon Request*