

**Becky F.**

**Untapped Potential Candidate**

**Danbury / CT**

860-977-9408/ fellowship@upotential.org



## **PROFILE**

Versatile and passionate professional with a creative graphic design background. Motivated in helping small businesses promote themselves.

## **KEY SKILLS AND COMPETENCIES**

- Marketing, Promotion, Sales or Customer Acquisition
- Project Management and Administration
- Adobe Products: InDesign, Photoshop, Illustrator, Acrobat CS3
- Google Drive, Docs, Sheets
- Microsoft Office

## **PROFESSIONAL EXPERIENCE**

### **U.S. Census Bureau, Field Representative (3 years)**

- Selected by the Regional Director as one of the top Field Representatives of the Month in the entire Northeast region from over 600 employees during the most difficult month of the year.
- Collect accurate data for heavy case load. Met strict guidelines, following confidentiality laws for the federal government.
- Deliver a high conversion rate (Sales). Difficult respondent refusals become participating survey respondents.
- Perform case management, online research, site visits. Work with building permit offices, contractors, builders and households.

### **Promotions in Motion, Independent Contractor, Account Executive/Consultant (5 years)**

**Danbury, CT**

**Events: Girls Night Out Danbury (brings in 1000 women and over 75 vendors in one night), Contacts & Compacts Networking Group**

- Acquire new and manage existing accounts, vendors (local business and corporate accounts like Macy's) to showcase their products and services at event
- Booth sales, event planning, promotions, consulting and administrative duties

### **Rothschild Financial, Independent Contractor (6 month engagement)**

**Ridgefield, CT**

- Introduced and implemented a CRM (Customer Relationship Management software)
- Word processing (assisted with testimonies, interrogatories, correspondence, etc),
- Converted all patent related hard copy reference files to digital files and organized in Acrobat Professional

### **Ethan Allen Headquarters, Administrative Assistant (3 month engagement)**

**Danbury, CT**

- Support to Upholstery Planners and Supervisor in Merchandising Department
- Expedite over 1000 purchase order files through organization, email and filing
- Update database, simplify filing system and contact with vendors

### **Gannett / The Journal News, Senior Advertising Graphic Designer (5 years)**

**Harrison, NY**

- Design advertisements, logos and promotional items
- Client relationship, support and delivery to sales staff
- Bronze Award: Advertising Club of Westchester (Promotional Brochure category)

## COMMUNITY EXPERIENCE

### **Whisconier Middle School PTO Walkathon, Sponsorship Chair**

**Brookfield, CT**

#### *Project Management, B2B Sales*

- Created profitable business sponsorship package
- Designed promo materials on Facebook and local online media
- Designed Facebook covers/banner ads for and promoted high level sponsors (i.e. Chick-fil-A)
- Grew Event Sponsorship from a few hundred to a few thousand dollars

### **Facebook Group Creator & Administrator**

Facebook Groups: Brookfield CT Business & Happenings (2000+ members), Danbury CT Business Group (almost 2000 members), Vendors Events CT & Southeastern NY (4000+ members) and more.

### **Girl Scout Leader**

## EDUCATION AND CERTIFICATION

### St. Petersburg College, Florida

Associate of Arts, Associate of Science in Graphic Design.

- Accomplishments: Maintained 3.6 GPA. Graduated with honors. Best-of-Show Award.

### TBICO, Danbury

- Corporate Edge Program: Microsoft Office Suite, workshops

## HOBBIES/INTERESTS

- Volunteering in my community
- Helping businesses promote themselves
- Marketing/Social Media like Facebook
- Travel
- Beauty