

Catherine Jackson

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Notable Qualifications

- ❖ Strong customer service skills including interpreting client requests, ensuring satisfaction, and anticipating any future needs.
- ❖ Utilize graphic design and technical skills to maximize the profitability as well as visibility of several successful businesses.
- ❖ Extensive administrative experience including internet research and computer software including Adobe Photoshop and the Microsoft Office Suite.

Relevant Experience

~Generations Beyond~ February 2011-Present

Project Manager

- ❖ Serve as liaison between graphic designers and clients in a digital design firm, which maintains a 98% client retention rate. Organize all graphic/web design projects and delegate duties to staff, while tracking hours, due dates, and managing client requests/expectations. Assist in the coordination of marketing efforts on behalf of the client. Responsible for accounts receivable; invoicing via Freshbooks, processing payments via PayPal, and follow-up on delinquent accounts. Manage multiple phone lines and complete any/all administrative tasks as requested.

~Bowl Long Island at Patchogue~ 2009-Present

Promotional Coordinator

- ❖ Created comprehensive promotional campaigns, which increased revenue by 25% from prior year. Campaigns included the independent creation of graphics/copy, the use of social media as well as advertising investments, and coordination of direct mailings to 5,000+ recipients. Experience with Photoshop as well as the back end interface of websites. As a result of efforts enrollment in leagues has increased by 15% from prior year. Routinely plan profitable events from the inception to the marketing and finally the smooth execution.

~US Homeowner's Solutions~ August 2010-April 2011

Short Sale Negotiator

- ❖ Promoted after 90 days and placed in charge of all Short Sale negotiations. Corresponded with clients and banks to reach an agreement of terms, which will benefit all parties. Successfully closed several short sales, while simultaneously increasing volume of workload.

Marketing Director

- ❖ Promoted the homes represented by property buying firm. Yielded immediate results and a 10% increase in leads through a major redesign of their website with an emphasis on search engine optimization. Proceeded to create a significant presence in social media and build a comprehensive email database to further garner leads.

~AMF Sayville Lanes~ 2006-2009

League Coordinator

- ❖ Promoted in recognition of superior organizational skills and meticulous scheduling ability. Employed copy writing and graphic design skills to head all customer marketing endeavors. Tripled number of participants in prominent tournament. Placed in charge of coordinating 30+ leagues. Fluent use of Microsoft Outlook, Excel, Publisher, and Word.

Supervisor

- ❖ Autonomously ran shifts. Handled up to \$25,000 in cash a night with speed and accuracy. Directly involved in all human resources capacities, including; hiring & performance evaluations. Daily use of intricate phone systems, fax machines, and printers.

Education

Stony Brook University

- ❖ English major with focus in American literature
- ❖ Deans List
- ❖ Winner of prestigious essay contest, lunched with Pulitzer Prize winning author.

