

STEPHANIE CHANDLER

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CAREER SUMMARY

Goal-oriented, entrepreneurial-minded marketing and sales professional, well-versed in all aspects of strengthening and delivering the corporate message to our target audience. Proven ability in finding prospects and building strong relationships with prospects and existing clients. A team-player fully committed to providing and implementing dynamic solutions to the objectives of the organization. A genuine desire to achieve, excel and grow.

EXPERIENCE

Marketing Manager, Varrow, Greensboro, North Carolina

August 2008 -- Present

Schedule and execute master event calendar for the company throughout North and South Carolina; including: three quarterly business events with technology partners (EMC, VMware, Citrix, Cisco) for existing customers and prospects, five quarterly Varrow Technology Workshops, three quarterly customer appreciation events. Capture 50+ customer leads per month from technology partners and special events, document leads in Salesforce.com. Maintain database of customer contacts and prospects in CRM system and online e-marketing tool, Cvent. Promote Varrow events and news via Cvent and website. Coordinate marketing funds from technology partners. Launch and maintain GoogleAdWords campaign.

Director of Development, Guilford Education Alliance, Jamestown, North Carolina

October 2007 – August 2008

Secure funding and sell message of county-wide education non-profit with the mission of keeping education the top priority of citizens of Guilford County, NC. Work independently towards funding goal of \$250,000 annually through national and regional grants, special events and corporate sponsorships. Successes since October: submitted over \$175,000 in grant proposals with over half being awarded, increased annual fund drive by 10%, organized effective development committee with members from Board of Directors and community leaders.

Business Development Manager, Triad Sign Guys, Greensboro, North Carolina

August 2006 – October 2007

Sales, marketing and business development representative for new and existing clients. Key responsibilities: Consult with clients on-site and via phone about their signage needs, resulting in five new accounts each month. Assess projects for price quote, including photos & dimensions. Implement weekly marketing strategy to three-dozen new local businesses via direct mail and phone. Manage overdue accounts receivables on a monthly basis, resulting in 45% improvement in on-time receivables.

District Manager, Arbonne International, Greensboro, North Carolina

June 2005 -- present

Build and maintain a part-time, home-based business as an Independent Consultant with Arbonne International. Share Arbonne's pure, safe, beneficial Swiss skin care and body products with customer base of over 100 clients, originated by me. Monthly sales volume varies between \$2,500 and \$11,000 each month.

Marketing Account Executive, United Guaranty Corporation, Greensboro, North Carolina

October 2000 – August 2006

Corporate marketing representative for the Northeast region sales team of United Guaranty's Domestic Residential Group. Key responsibilities:

- Coordinated all sales & marketing events, including collateral materials, for 40-member sales staff.
- Worked with regional management team to implement special events, resulting in increased mortgage insurance market share and greater loyalty among existing clients.
- Trained outside sales staff on marketing initiatives, special promotions, and industry-related topics at quarterly regional meetings and monthly conference calls.

Primary liaison between the corporate marketing department and United Guaranty's Domestic Services Group, Domestic Consumer Group, International Group, e-Business team, and QualityQuest program. Special projects:

- Served as Chairperson, United Guaranty 2003 Habitat House, establishing corporate responsibility and commitment to local community, and raising awareness within the company of community needs and volunteering opportunities.
- Managed Kinkos partnership featuring online catalog of marketing materials; the first online catalog of marketing materials ever available to the UG sales staff, offering a major process improvement for users.
- Maintained content for United Guaranty seminars and their components: Analyzing Appraisals, How to Process a Conventional Loan, Tax Analysis, Fraud Awareness, What is MI?, Introduction to Underwriting, Loan Prospector Reference Manual, and Desktop Underwriter Reference Manual. Worked closely with UG industry expert authors on keeping materials current and relevant to market standards.
- Produced product fliers and corporate collateral materials for use nationwide.
- Managed 2001 national sweepstakes program, Tic-Tac-Toe. The first all-inclusive marketing promotion allowing customer-participants to earn weekly prizes, resulting in greater customer loyalty.

Market Analyst, Triad Guaranty Insurance Company, Winston-Salem, North Carolina

October 1999 – September 2000

General market analysis: examined and graphed competitor data (market share, new insurance written) for review by senior management. Managed corporate nationwide sweepstakes, Triad Teddies, including database design and management, correspondence with customers, prize distribution. Wrote and designed product fliers for use by nationwide sales team.

Database Administrator, Data Compensation Team

Novartis Crop Protection U.S., Greensboro, North Carolina

June 1998 -- August 1999

Designed and built Microsoft Access databases to assist in protection of EPA data rights for products near patent expiration. Databases included relational tables, data research queries, and data entry forms.

Assistant Director of Annual Support, Elon University, Elon, North Carolina

September 1994 – May 1998

Generated over \$500,000 annually through administration of four fund-raising programs: Phonathon, Senior Class Gift, Alumni Class Agents and Corporate Matching Gifts. Increased productivity of Phonathon by over \$170,000 in four years. Collected \$46,000 from student donors towards the senior class gift.

Managed 75 student employees and volunteers. Launched the university's first alumni class agent program, increasing alumni donor participation by 12%. Coordinated alumni volunteers within Fortune 500 companies.

Regional Field Director

American Heart Association, Merrillville, Indiana

September 1993 – June 1994

Raised over \$110,000 in one year by coordinating four special events: Taste of Northwest Indiana, American HeartRide, American HeartWalk, Jump Rope for Heart. Increased community knowledge of heart disease and stroke through special event fund-raisers and overseeing three volunteer boards of directors.

EDUCATION/TRAINING

Master of Business Administration, 1999

The Bryan School of Business and Economics, The University of North Carolina at Greensboro

Overseas coursework:

- Mexico with a focus on NAFTA.
- Berlin, Germany with a focus on international business.

Bachelor of Arts, Biology, 1992

The University of North Carolina at Chapel Hill

Associate of Arts, 1989

Montreat College, Montreat, NC

COMPUTER SOFTWARE/ONLINE PROGRAM PROFICIENCIES

Microsoft Excel • Microsoft Word • Microsoft Outlook • Microsoft Internet Explorer • Adobe Acrobat • PowerPoint • Salesforce.com • Cvent.com • PageMaker • Quark

COMMUNITY

Greensboro Chamber of Commerce • Greensboro Chamber Leads Group III member, 2005-2009 • Greensboro Chamber Leads Group III, president, 2008 • Westminster Presbyterian Church -- active member since 2000: small group member, women's retreat chair 2007, children's ministry volunteer • Sternberger Elementary PTA member 2007-2008 • Sternberger Elementary PTA, board - grant writer 2008-2009 • Hospice and Palliative Care of Greensboro, Corks for KidsPath committee 2008-2009 • Habitat for Humanity of Greensboro volunteer • Triad Health Project volunteer