

STACEY GROSS

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ABOUT ME: I am a marketing professional with over 20 years of experience. I am looking for a marketing position that also offers the ability to do graphic design. I am highly proficient on both MAC and PC computers.

I am extremely reliable, honest and passionate about my work. When I say yes, that means I will get it done.

COMPUTER SKILLS:

InDesign, PhotoShop, Illustrator, WordPress, MS Office, SEO/Adword, Google Analytics, Google Webmaster Tools, Social Media Marketing, FTP, cPanel, Basic HTML and PHP knowledge, Magento, Constant Contact and MailChimp
Proficient on MAC and PC

PROFESSIONAL EXPERIENCE:

Asst Graphic Designer (P/T), Friedberg JCC, Oceanside, NY – 6/10 - Present

- Create printed materials such as flyers, posters, postcards, brochures, invitation and forms
- Oversaw the website build on WordPress
- Ongoing maintenance and upkeep of website
- Built, maintain and manage app
- Design and oversee information-based screens throughout agency
- Proof and edit quarterly brochure
- Submit press releases to local media

Personal Trainer/Gym Floor Instructor, JCC, Oceanside, NY - 12/-09-8/13

- Conducted fitness assessments with clients and prescribed safe and effective exercise programs
- Managed gym floor and assist members with exercise programs as well as ensure that they use proper form when using the equipment
- Introduced and instructed small groups of new teenage members on how to use the fitness equipment, exercise safety and proper gym etiquette

Personal Trainer, NYHRC, Great Neck, NY - 6/09-11/09

- Performed fitness assessments including body fat composition, strength, flexibility and cardiovascular testing
- Designed custom exercise programs for clients based on first workout evaluation results and individual goals
- Coached clients on exercises while monitoring proper form and techniques

Marketing Director, Billboard (Nielsen Business Media), NYC - 4/07-11/08

- Responsible for international marketing platform for the Billboard brand portfolio
- Executed sweepstakes, contests and promotions from start to finish
- Manage events and oversee events
- Created marketing campaigns to raise awareness for Billboard's consumer and business platforms
- Built sales and promotional presentations for the sales staff
- Managed the marketing team
- Maintained budget for marketing department

Manager, Sales and Consumer Marketing, National CineMedia, NYC - 8/04-4/07

- Served as marketing manager for New York sales team
- Responsible for on-screen and lobby marketing for company-owned movie theaters
- Directed client events and screenings
- Responsible for development, production and supervision of annual sales meeting that hosts 200+ people
- Maintained budget for all projects
- Managed assistant regional marketing manager and four marketing coordinators

Manager, Sales Promotions, National Cable Communications, NYC - 9/01-8/04

- Managed seven of NCC's 14 sales offices across the country by using promotional and marketing strategies
- Developed consumer programs, partnerships and promotional concepts
- Responsible for presenting marketing concepts at client/agency meetings
- Customized on-air production and off-air creative based on clients' needs for promotional campaigns to the public
- Designed and executed educational training program for sales staff on how to effectively use and sell promotions

Supervisor, Creative Services, Time Warner CityCable, NYC - 5/00-5/01

- Developed and executed cable network promotions for the NYC geography using on-air and print vehicles
- Served as promotions liaison for sales executives and assisted in identifying promotional partners
- Managed direct mail campaigns
- Forecasted expenditures for finance department

Coordinator, Retail and Brand Management, Scholastic Entertainment, Inc. NYC - 3/97-4/00

- Managed retail promotions
- Acted as the liaison with internal departments and licensing partners
- Designed and edited presentations
- Researched retail industry via the Internet and trade publications

Advertising Sales Manager, Lighting Dimensions Magazine, NYC - 4/94-3/96

- Facilitated sales and marketing strategies for international entertainment lighting publication
- Account maintenance and generating new business prospects
- Coordinated contracts with other company-owned publications
- Sold booth space for an international trade show

Advertising Sales Assistant, The Walt Disney Company, NYC - 12/92-3/94

- Assisted on sales calls
- Prepared presentations and proposals
- Contributed to the development of promotional opportunities for advertisers

Licensing Assistant, Atlantic Recording Corp., NYC - 6/90-11/92

- Licensed albums for Elektra, Atlantic, Nonesuch and Elektra Classics
- Registered sound recording copyrights for Atlantic/Elektra products

EDUCATION:

AAPT (American Academy of Personal Training), March 2009

B.A. Music Industry/Business; SUNY Oneonta, August 1989