

Stacy D. Poole

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CAPABILITIES SUMMARY:

Enthusiastic, driven public relations and marketing communications program manager with demonstrated ability of creating programs to build product, markets and revenue. Proponent of continuous improvement and an agent of change. Committed to enhancing organizations by teamwork through candor, integrity, and strong personal example. Currently seeking marketing and public relations director, project manager, writer/editor or account executive position.

EDUCATION:

BA in Communication Studies, May 1991: Virginia Tech, Blacksburg, VA
Concentration: Public Relations **Cognate:** Marketing/Management

EXPERIENCE:

Social Media Content & Email Marketing Manager: Mark Bric Display 1/2016-7/3/2018

- Manage strategy and implementation of social media campaigns resulting in steady target audience growth and increased levels of engagement
 - Facebook: Mark Bric Display www.facebook.com/MarkBricDisplay/
 - Twitter: @MarkBricDisplay <https://twitter.com/MarkBricDisplay>
 - Instagram: mark_bric_display www.instagram.com/mark_bric_display/
 - Google Plus: Mark Bric Display <https://plus.google.com/+MarkbricdisplayUSA>
 - Pinterest: markbricdisplay www.pinterest.com/markbricdisplay/
 - LinkedIn: [Mark Bric Display](#) and [Mark Bric Display Network](#)
- Revamp corporate blog efforts increasing frequency, followers and engagement with particular focus on incorporating content rich material relevant for SEO <https://markbricdisplay.wordpress.com/>
- Strategic planning, copy writing and graphic procurement for weekly email campaigns to various vertical markets
- Develop marketing literature and other collateral pieces such as brochures, flyers and price lists
- Cultivate relationships with trade press and industry media outlets to maximize free press and trade expert opportunities
- Continuously review & suggest methods to secure new business leads
- Review Google Analytics for & make minor additions and changes to websites as needed (WordPress) www.ISOframeExhibits.com & www.MarkBricDisplay.com
- Software knowledge: Microsoft Office Suite (Word, Excel, Outlook, PowerPoint); Adobe Creative Suite/Cloud (Adobe Indesign, Adobe Illustrator, Photoshop) and Mail Chimp Design Software

Substitute Teacher: Chesterfield County Public School System (part –time) 12/09 – 12/15

- Implement daily instruction of middle school and high school students across multiple disciplines
- Employ creative classroom management techniques to ensure positive learning environment
- Foster respect and cooperation between students and their faculty and peers
- Served two long term positions in 6th & 7th grade math for teachers out on maternity leave

Educator – Home Based Education: Full Time 9/02 - 5/13

- Provide daily, creative quality instruction across a broad variety of disciplines and grade levels
- Evaluate, select, and purchase age appropriate curriculum for elementary, middle and high school level coursework
- Create and implement daily lesson plans and implement daily course work
- Track, record, and evaluate student progress

Marketing & PR Special Project Manager: Mark Bric Display & Mark Bric Inc. 3/98- 2003; 2006 - 2007 **(PT position managed via my in-home office - requirements varied by project needs)**

- Write press releases for national and international trade publications.
- Manage and maintain press release trade publication database.
- Provide research and develop implementation for key marketing and sales projects.
- Provide web site planning, research, design and project management.
- Compile and analyze research data for potential new markets and lines of distribution.

Marketing Manager: Mark Bric Display Corp. Prince George, VA 1/94 – 3/98

- Report directly to U.S. A. division President and to the owner of Mark Bric AB - Lerum, Sweden.
- Develop and implement annual Sales & Marketing Plan.
- Create & supervise distribution of promotional material: direct mail, advertising, catalogs and product literature.
- Develop benchmark standard for annual sales and lead to sale conversions.
- Create and implement dealer support and co-op programs.
- Design and supervise maintenance of standardized sales lead database .
- Identify and stimulate growth in target markets and develop growth of new distribution channels.
- Supervise and develop customer service /telemarketing program.
- Write and produce dealer training materials including slide shows, bulletins, newsletters, technical writing pieces and e-letters.
- Coordinate and manage trade show activities including show selection, objectives, and exhibit design.
- Develop and maintain proactive press release program and public relations activities.
- Conduct target market research, educational meetings and sales calls as required.

President/Owner: Penguin Public Relations and Marketing. Chesterfield, VA 7/93 - 1/94

- Head freelance marketing communications operation specializing in strategic marketing plans, trade shows and printed promotional material development. Clients included: advertising agencies, corporate, and non-profit organizations.
- Develop new business accounts.
- Successfully cultivate and coordinate client and vendor relationships.
- Produce strategic marketing plans, direct mail, trade show exhibits, video, and various printed collateral.
- Provide photography and video services for corporate special events.

Marketing Communications Coordinator: Weidmuller Inc. Richmond, VA 9/91 - 7/93

- Coordinate and manage all trade show activities: objectives, strategy, logistics & promotion.
- Project manage design/construction of displays and graphics for 600 sq.ft. trade show exhibit.
- Administer distributor co-op program: account for funds, develop promotional material and items, publicize program, approve advertisements, and report activity status to field sales and management.
- Coordinate publication of quarterly distributor newsletter.
- Coordinate design, procurement and distribution of promotional items.
- Oversee press release program: track appearance of releases and ads.
- Coordinate, write and edit application stories for customer newsletter.
- Create and implement staff training for trade show skills and procedures.
- Produce technical writing pieces i.e. ISO 9000 manuals and various procedural instruction materials
- Attend Certified Trade Show Manager training program affiliated with San Francisco State University.

TRAINING & ACCOMPLISHMENTS:

- Hopewell Prince George Chamber of Commerce Board Member
- Published work *"Roller Coaster Day"* in *Big Dreams From Small Spaces* –Group Publishing © 2012 (pps.114,115)
- Published works in *A Cup Of Comfort Devotional - Daily Reminders of God's Love and Grace* edited by James Bell & Stephen Clark © 2004 (pps.29, 238)
- Published works on The Story Shack website: "The Tattoo" (March 2013) & "The Penguin Who Loved to Crunch Ice" (November 2012)
- Software: Microsoft Office, Adobe Creative Suite, Mail Chimp, Pagemaker Graphic, QuarkXpress,
- Customer Service is Everybody's Business - AMA.
- Technical Writing & Engineering Coursework at VPI &SU
- Carnegie Effective Speaking & Human Relations award winner, 1990 via Dale Carnegie Leadership Institute of DC
- Martin Agency Workshop - Richmond, VA ,1/91.

REFERENCES:

Edgardo Marquez, President
Mark Bric Display
4740 Chudoba Parkway, Prince George, VA 23875
804-862-4655 Email: emarquez@markbric.com

Becky McDonough, CEO
Hopewell / Prince George Chamber of Commerce
4100 Oaklawn Blvd., Hopewell, VA 23860
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Anita Skroback, Customer Service Manager
Mark Bric Display
4740 Chudoba Parkway, Prince George, VA 23875
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Angie Grant, Family Resources Director
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Alan Simon, President/Owner
First Impressions
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