

Georgia Holley

9112 Rosewood Drive  
Raleigh, NC 27614  
(919) 555- 9238

[gholley@email.com](mailto:gholley@email.com)

## Professional Profile

Innovative sales professional with a proven track-record of effective management skills and a rich marketing and public relations background. Resourceful leader adept at implementing sales programs within education and travel industries. Creative at integrating strategies to develop new and existing customer sales, brand and product evolution and media endorsement. Strong and persuasive interpersonal skills, with demonstrated strategic thinking and team-building competencies.

- Domestic and Global Sales
- Business to Business
- Business Development
- Business to Consumer
- Relationship Management
- Call Center Management
- Training & Team-Building
- Marketing/Public Relations

## Employment History

### Market Research Consultant/ Copywriter

**June 2008 – Current • Preschool Prep Company • Raleigh, NC**

Market research specialist and contract copywriter for media company specializing in preschool learning tools. Projects include website, newsletter and advertising copywriting, European market expansion opportunity research to uncover specific distribution channels, licensing options and optimum location base for European operations as well as contract negotiations with European distributors.

### Director of Marketing & Public Relations

**April 1999 - February 2003 • DRM • Davenport IA**

Lead marketing strategist for international education firm, running both business-to-business and business-to-consumer campaigns for products spanning 26 international cities in Europe, Latin & South America, Australia, Asia and Africa. Developed integrated approach to increase sales results, product awareness and brand image. Created marketing strategic plan including staffing, training and managing team of five marketers as well as outsourced interactive and public relations partner agencies. Created integrated web-based marketing strategy including online advertising, web development, paid and natural search campaigns and e-recruitment mass email marketing programs. Directed and edited premium collateral production for field sales program, including award winning comprehensive product catalog. Launched a national public relations campaign focusing on the value of for-profit study abroad companies. Analyzed corporate sales reports and responded with tailored sales promotions. Managed a two million dollar budget.

- Increased lead generation by 20% annually and increased revenue sales averaging 25%.
- Increased web traffic conversion from 1% to 4%.

Georgia Holley

9112 Redbud Drive  
Raleigh, NC 27614  
(919) 555- 9238

[gholley@email.com](mailto:gholley@email.com)

### **Sales Manager / Representative**

**June 1996 - April 1999 • DRM • Davenport IA**

Held both agent and managerial roles in the sales department. Responsible for student recruitment in addition to managing and staffing team. Promoted company sales targets and implemented inside sales contests and programs. Grew company enrollment from 500 students annually to over 3,000 students annually (500% growth). Increased company revenue production from 5 million to 30 million dollars annually. Managed and motivated team of 11 representatives and two supervisors. Created, implemented and monitored revenue-based sales compensation plan. Top sales agent from 2001-2003. Established inside sales training program, subsequently adopted by the field-based sales team.

### **Education**

2008 Oxford Seminars, Phoenix, Arizona

#### **Teaching English as a Foreign Language Certification**

2000 University of the Basque Country, San Sebastian, Spain

#### **Certificate in Basque & Iberian Culture**

1992-1996 University of Arizona, Tuscon, AZ

#### **Bachelor of Arts - Journalism** (Emphasis in Creative Writing; Minor in Spanish)

- Spirit of Achievement Award
- Lois Whistler Scholarship
- Contributing Editor & 1st Place in Writing Contest "College Guide to Composition"

### **Affiliations & Associations**

- NAFSA - Association of International Educators
- The FORUM on Education Abroad
- American Marketing Association
- American Management
- University of Arizona Alumni Association