

Charlotte Atkins

...Enthusiastic...Personable...Motivated...

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P.O. Box 517
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Seeking Position As:

Marketing Professional Accounting ✕ Coordinator

Professional with expertise in all aspects of successful advertising, operations, project coordination and overall management. Excels in managing projects concurrently with strong detail, problem solving, and follow-through. Demonstrated ability to recruit, motivate and build cohesive teams.

Excellent at negotiation for promotional strategy development and managing project budgets. Superb written communications, interpersonal and presentation skills. Successful in utilizing a consultative approach to access key decision makers or benefactors, network effectively, and create synergistic relationships.

- ✕ Multi-Site Operations Management
- ✕ Project/Financial Management
- ✕ Team Building/Leadership
- ✕ Expense Reports & Special Projects
- ✕ Oral and Written Communications
- ✕ Strategic Planning & Follow-thru

Professional Experience

Konig Transport, Inc.
Sales/Office Support
Oceanside, CA

Dec 2006 - Present

- ✕ Processed accounts payable and receivable; prepared and updated profit & loss statements and maintained balance books.
- ✕ Dispatched and supervised drivers; managed all loads from pick-up to delivery.
- ✕ Created new service routes & obtained state and national permits.
- ✕ Negotiated rates for freight delivery on a regular basis; sought out and followed up on freight opportunities.

Grand Pacific Resorts
In-House Marketing Representative
Carlsbad, CA

June 2003-May 2007

- ✕ Responsible for converting resort guests into vacation ownership prospects; co-hosted and managed weekly welcome breakfast for 100-225 guests.
- ✕ Brainstormed, collaborated and executed marketing strategies to increase sales; created marketing and concierge materials as needed.
- ✕ Tracked inventory of amusement park tickets and oversee ticket sales staff; acted as liaison between operations, sales and marketing departments on a daily basis.
- ✕ Played integral role to increase lead generation 300% over 2004 and 2005 making the marketing department the most profitable in the company.

ILX Resorts

Nov 2002-May 2003 & Feb 1999-Nov 2000

Concierge, Guest Services and Marketing Duties

Sedona, AZ

- ✦ Invited guests to attend vacation ownership presentation; welcomed guests, arranged sightseeing tours, made reservations, organized in-room requests and provided local entertainment.
- ✦ Assisted in the opening of new "Off-property Contact" marketing locations; awarded 3rd place for highest number prospects generated in 1999.
- ✦ Creatively solved guest dilemmas and acted as diplomatic liaison between resort and guests.

Sedona Real Inn

Nov 2000-Oct 2002

Concierge, Guest Services and Marketing

Sedona, AZ

- ✦ Responsible for all internet communication and updating hotel website; supported front desk activities including check-in, check-out and reservation sales.
- ✦ Designed tailored vacation and event packages for individuals and groups; developed and maintained relations with tourism oriented businesses in the Sedona community.
- ✦ Contributed to hotel marketing: correspondence, newsletters, internet specials, editing, designing and implementing internet packages, brainstorming for upcoming promotions.
- ✦ Created information materials for guest services and concierge use; continued to assist with marketing writing post-employment.

Education & Technical Skills

Prescott College*Prescott, AZ*

B.S. Counseling Psychology

Pete Nelson Seminar

2005

Create Six-Figure Customers through Writing

Microsoft Office Suite

**References Gladly Provided Upon Request*