

Lori DiCola

PROFESSIONAL OBJECTIVE

A position as an *Executive Assistant*, combined with *Marketing*, that will capitalize on my expertise, experience, and professionalism; with opportunities for growth and improvement.



QUALIFICATION HIGHLIGHTS

- *Seasoned professional* with 15+ years experience understanding and implementing corporate executive requirements, client projects, and market requirements.
- *Self-motivated*, proactive team member with superb technical and project management skills. Exceptional ability to organize, create, implement, and improve design and functionality.
- *Strong* leadership, project management, documentation, organizational, technical, administrative, and conflict resolution skills. Dedicated and energetic team builder/player.
- *Ability* to quickly grasp and implement cutting-edge ideas, methods, and technologies. Experienced in determining technical requirements and providing unique solutions to fit company and client needs.
- *Effectively* manage important projects and programs in high stress, time-critical environments. Skilled in full project life-cycles, including requirements, concept, development, modification, and delivery.

PROFESSIONAL EXPERIENCE

2008 - 2010 *Computerway Food Systems* **High Point, NC**

Executive Assistant, Marketing

- Managed correspondence, directed phone calls, made travel arrangements, set up industry shows and seminars.
- Saved \$50K annually by bringing marketing (literature, website, photography, research, and advertising) in-house.
- Created, customized, and maintained first company-wide contact, customer, and prospect database.
- Saved \$5K-\$20K monthly by sending personalized product announcements in lieu of national advertising.
- Helped develop a new customer base by researching prospective decision makers and creating a mailing campaign.

2005 - 2007 *Creative Company, Inc.* **McMinnville, OR**

Media Manager, Office Manager, Sales Assistant

- Created, implemented, confirmed, and archived print and cable media plans for Account Managers' clients.
- Organized entire company including offices, files, client samples & documents, sales materials, and office supplies.
- Documented new custom software and job flow to standardize project procedures and new employee training.
- Assisted co-workers with proofreading, helped resolve computer issues, updated & reprogrammed phone system.

1990 - 2003 *Earl & Brown Company, Inc.* **Beaverton, OR**

Executive Assistant, Marketing, Graphic Design

- Worked one-on-one with president: assisting with, attending, and following-up on high-profile client meetings.
- Worked as inside and outside sales, attended trade-shows, conducted on-site distributor and customer training.
- Created product packaging, advertisements, catalogs, sales sheets, and training guides.
- Orchestrated, designed, and developed company's first online ordering application. Award winning.
- Supported in-house computer systems, upgraded phone systems, assisted co-workers with technical challenges.

COMPUTER EXPERTISE

- Microsoft Excel
- Microsoft Outlook
- Microsoft PowerPoint
- Microsoft Word
- Adobe Photoshop
- ACT! & Swiftpage E-mktg.
- Adobe Acrobat Professional
- Adobe PageMaker
- Crystal Reports
- GoToMeeting webinars
- Microsoft FrontPage
- Microsoft Publisher
- Microsoft Visio
- Microsoft Web Expressions
- Type 75 WPM, Touch 10-Key

EDUCATION AND TRAINING

- Continuing education and training in emerging technology, neuroscience, and interpersonal relationship dynamics.
- Mt. Hood Community College ♦ GPA: 4.0 ♦ Emphasis: Computer Studies
- South Salem High School ♦ GPA: 3.50 ♦ Emphasis: General and Office Studies