

LINDSAY A. DIVEN

Address • City, State Zip • Phone Number • Email Address

SALES AND MARKETING MANAGER offers the following achievements:

- Managing successful sales management and business development programs for more than seven years
- Conducting market research, developing strategic plans, and measuring effectiveness
- Increasing pursuit success rates by more than 10%, while reducing cost of sales by 45%
- Hiring, training, supervising, and leading high performance teams
- Collecting and organizing project and personnel information
- Developing creative proposal and collateral materials to strengthen company brand

REGIONAL MARKETING MANAGER

Firm Name 2010 to 2012

Manages the sales and marketing for South Region, which spans the Southeast U.S. and has an annual sales goal of nearly \$20 million. Works with pursuit managers to develop client-focused strategies to grow the business. Tracks sales opportunities through the sales pipeline and prepares sales forecasts and analysis. Manages marketing team consisting of six staff members ranging from senior marketing coordinators to interns.

Key accomplishments to date include:

- In just the first complete year with the region, it went from achieving only 60% of its sales goal FY2010 to achieving 96% of its \$16 million sales goal FY 2011, a total of 160% increase in actual sales year over year.
- Managed three successful pursuits, all of which were new service offerings for the company. Two contracts were with an existing client and the other was with a new client. The three projects total more than \$8 million in estimated revenue.
- Transitioned the marketing collateral from Word based documents to Adobe InDesign documents including creating branded templates and coordinating training.
- Developing regional editorial and writing guidelines allowing for greater consistency in marketing communications.
- Initiated and facilitates a company-wide monthly marketer's call to allow for greater collaboration and consistency across geography and market sectors.

SENIOR INSIDE SALES & PUBLIC INVOLVEMENT COORDINATOR

Firm Name 2005 to 2010

Managed sales and public involvement efforts for the South Florida Region of Firm Name. This multi-office region provides transportation planning and design; transit planning; urban planning and design; structural design; traffic engineering/modeling; and site civil engineering services.

Developed Business Development & Marketing Program—Included sales tracking and forecasting, client outreach activities, competitive analysis, and pursuit development. Consisted of opportunity reports, regular market-sector meetings, and continual business development training. Created the ability to analyze sales figures, hit (win) rates, cost of sales, and return on investment, as well as project sales and assist in workload utilization. Realizing immediate results, presented its content to more than 50 marketing coordinators a firm wide marketing retreat.

Managed Pursuit and Proposal Efforts – Worked with executive staff to identify, evaluate, and track leads for multiple market sectors—public and private sectors. Prepared client and project capture plans. Managed the production schedule, task assignments, team coordination, win strategy, and pre-submittal reviews. Oversaw marketing and graphics staff in multiple locations. Successful pursuits ranged from transportation planning, water infrastructure, and municipal services to land development and urban design and planning.

Strengthened Company Brand through Creative Collateral – Produced visually-appealing proposals, presentations, and other collateral pieces that clearly communicate the sales message while reinforcing the company brand.

Built Community and Industry Relations – As an active member of organizations such as Urban Land Institute, Greater Miami Chamber of Commerce, and Society for Marketing Professional Services, able to build relationships

with clients, teaming partners, and resource contacts. For example, as a member of the ULI Infrastructure subcommittee, working with South Florida business leaders, MPOs, and South Florida Regional Transportation Authority to develop a tri-county map to visualize priority transit corridors and organize regional transit program to unveil regional plans to both public and private interests.

Ran Public Outreach Campaigns – Responsible for campaign management, project branding, organizing and conducting public workshops, community relations, advertising and media relations, newsletter design and development, special events and market research such as surveys, focus groups, and case studies. Not only analyzed the amount of exposures gained, but the effectiveness of each effort showing both the client and public the value of each taxpayer dollar spent on outreach efforts.

INVOLVEMENT

Leadership Orlando Class 82 (2011-2012) – Leadership Orlando, America's largest Community Leadership Program, creates opportunities to observe, interact and learn from public, private and civic leaders across Central Florida.

Society for Marketing Professional Services

Director of Membership (2012-2013)

Responsible for recruiting membership for the Central Florida Chapter.

Co-Chair Education (2011-2012)

Responsible for managing the Lending Library (a resource for books and webinars available for check out); organizing several webinars; assisting with two major educational events; and recruiting members and sponsors.

Charity Event Co-Chair (2006-2007)

Organized this first-ever charity event for the South Florida Chapter. The bowling tournament hosted more than 100 people and raised over \$4,000.

Urban Land Institute, Transportation Subcommittee (2009-present) – Assisting in efforts to support the implementation of regionally integrated transportation systems and land uses. Tasks include developing tri-county map to visualize priority transit corridors and organizing regional transit program to unveil regional plans to both public agencies and private interests.

People for Progress, Volunteer (2006) – Volunteered for this sales tax initiative in Broward County. Had it passed, it would have dedicated funding for transportation improvements, including mass transit.

EDUCATION

Bachelor of Science, Marketing, Cum Laude, University of Florida, 2004

SOFTWARE SKILLS

MS Office Suite (Word, Excel, PowerPoint)

Adobe InDesign

Adobe Photoshop

Adobe Illustrator

Adobe Professional