
Sandra L. Cellars

300 Maple Lane ● Metro, CO 80001 ● (999) 423-7000 ● scellars@university.edu

SUMMARY OF QUALIFICATIONS

- Nine years experience in successful marketing and promotions.
- Effective budgeting and long-term planning.
- Successful implementation of new programs.
- Proven record for meeting deadlines; extremely dependable.
- Demonstrated excellence in multi-tasking and being detail-oriented.
- Exceptional communication and interpersonal skills.

PROFESSIONAL EXPERIENCE

Marketing and Promotions

- Developed and implemented highly successful marketing campaigns to promote various services.
- Developed and collaborated on newspaper advertisements, direct mailings, company brochures, flyers, press releases, public service announcements, and web-site design.
- Organized and coordinated numerous promotional events such as health fairs, trade shows, public speaking engagements, press conferences, fund-raisers, community presentations, and seminars.
- Created and implemented incentive programs that effectively promoted companies.

Budgeting and Financial Management

- Developed and managed annual budgets.
- Submitted quarterly financial status statements.
- Identified potential cost overruns and collaborated to resolve problems.

Program Administration and Training

- Collaborated with multiple companies to develop and implement successful marketing programs.
- Developed database tracking systems and directories.
- Developed marketing plans: set goals, targeted special problems, and determined timeline.
- Hired, coordinated, and trained staff and volunteers in a variety of settings.

Computer Skills

- Extensive knowledge of software applications including Access, Word, Excel, and Page Maker.

EDUCATION

Bachelor of Arts, Information and Communication Studies; Minor, Sociology
USA University, Metro, CO

May, 2004

Associate of Arts, Sociology
USA Junior College, Metro, CO

May, 2002