

Barbara C. Lemaire
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Virtual Assistant for Marketing, Communications, and Public Relations

Visionary, results-driven professional with a solid record of accomplishment in marketing, communications, and public relations. Strong organizational skills. Expert computer skills.

Key Strengths

Communications	Online Media & Social Networking	Media Relations
Market Optimization	Organizational Support & Satisfaction	Agile & Clear Writer
Strategic & Tactical Planning	Process & Performance Improvement	Database Development

Business Skills

Marketing / Public Relations

- ◆ Established strong relationships with local media
- ◆ Create custom communications plans
- ◆ Distinctive Collateral development
- ◆ Website Design
- ◆ Article placement in local and state magazines and newspapers.
- ◆ Developed public relations campaigns for both non-profit and for-profit organizations.
- ◆ Increased visibility through launch of Web storefront featuring products, events and publications.
- ◆ Managed trade show participation and activities including booth display, marketing materials, and promotions, which increased recognition of capabilities and services to customers.
- ◆ Represented companies at various community functions and industry organizations resulting in increased company visibility.

Business Development

- ◆ Managed 21 publications simultaneously overseeing \$5 million+ in revenue.
- ◆ Awarded as top sales representative for three consecutive years, within a sales force of 22 sales representatives.
- ◆ Compiled and published 2008 Comprehensive Non-Profit Directory of Albuquerque.
- ◆ Fundraising committee chair for International Association of Coaches
- ◆ Successfully recruited five new sponsors for a 17 year old annual event
- ◆ Co-founded business networking solution Strategic Networking
- ◆ Negotiated and sold to key customer accounts and strategic partners.

Project Management

- ◆ Created three successful directory publications from concept to rollout
- ◆ Developed membership drive for International Association of Coaches
- ◆ Created and directed plan for launching the first Ph.D. program in Coaching at IUPS.
- ◆ Developed three directories, from concept to distribution.
- ◆ As Chair of the Membership Committee for IAC maintained contact with more than 7800 members by email and articles.

Communication Effectiveness/Teambuilding

- ◆ Assessed needs and implemented effective customer support strategies and process improvements, which resulted in enhanced internal staff communications and a more cohesive team environment.
- ◆ Operated as liaison between sales and marketing departments, enhancing communications, increasing marketing departments' responsiveness to new opportunities and accelerating sales growth.

Database Development and Maintenance

- ◆ Researched and developed database for three directories.
- ◆ Developed process to automate maintenance of database for directory (1996).
- ◆ Developed Solicitation Codes and Protocol for data entry

Professional Experience

Barrett Foundation <i>Director of Development and Communications</i>	2007 to 2009
Non-Profit Directories <i>Publisher/Owner</i>	2006 to Present
Appleseed Of New Mexico <i>Director of Development and Communications</i>	2006-2007
University of New Mexico, Children's Hospital, Development Office <i>Public Affairs Specialist</i>	2005 - 2006
Strategic Networking <i>Co-Founder</i>	2005-2006
New Mexico Business Journal – Albuquerque, NM <i>Account Executive & Columnist</i>	2005
Inspired Collaboration – Albuquerque, NM <i>Marketing/PR Virtual Assistant and Coach</i>	1996 to Present
California Institute for Human Science - Encinitas, CA <i>Communications Instructor</i>	2004
International University of Professional Studies - Maui, HI <i>Assistant Chairperson, Department of Professional Coaching & Human Development</i>	2003 to Present
Trade Service Corporation / i2 Technologies - San Diego, CA <i>Marketing Product Manager, Construction Publications</i> <i>Account Manager, Construction Products</i>	1990 to 2001

Education & Certifications

PhD, Psychology - San Diego University for Integrative Studies, CA
MA, Counseling Psychology - University for Humanistic Studies, Solana Beach, CA
AAS, Design - Fashion Institute of Technology, New York, NY
Life Coaching Certificate - Institute for Life Coach Training, Ft Collins, CO
Sales Certificate - Dale Carnegie - San Diego, CA

Professional Affiliations

Marketing Chair – Foundation for Entrepreneurial Excellence
Member – Albuquerque Junior League
Past Member, Toastmasters International
Past Board Member, Leukemia and Lymphoma Society, New Mexico/El Paso Chapter
Past Member, Executive Board - New Mexico Entrepreneurs Association
Past Member, Executive Board - National Association of Women Business Owners