

Verena Aibel

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Summary of Qualifications

- Vibrant, tech-savvy, exemplary strategic thinker, bridge-builder and communicator with excellent written and verbal skills.
- Proven leadership demonstrating a creative and pragmatic approach to consultative sales marketing
- Adept at nationwide event management, CLE event management, and vendor solicitation.
- Exceptional brand builder via Event Marketing and Online Marketing with over 12 years experience mastering Constant Contact (Solutions Provider)

Professional Experience

Occupational Assessment Services

Lodi, NJ

Supervisor of Marketing & CLE Program Manager

August 2016 to current

- Develop and implement nationwide marketing strategies for an established, fast-paced legal consulting firm, including hiring, developing and supervising sales team, developing methodologies to increase business, tracking marketing budget, making sales presentations, project management, and Customer Relationship Management (SalesForce & Zoho).
- Manage and coordinate all logistics for 20 annual nationwide Continuing Legal Education (CLE) seminar events and over 50 annual legal industry trade shows nationwide. Responsible for onsite coordination and management of staff and resources. Promote company participation through event sponsorship and extensive email campaigns.
- Strategic branding and target segmenting via Constant Contact eBlasts (26,000+ contacts), Press Releases, promotional materials, website content, updates, and improvements, and social media campaign development and execution.
- Prospect for vendor sponsorship, sponsorship soliciting, and vendor managing at CLE seminars. Developing and maintaining database of 1800+ vendors nationwide.
- Create and manage production of collateral for all events, including 100-200 page CLE seminar books, marketing brochures, white papers, PowerPoint presentations, banners, promotional items, biographies, raffles, and sales team training documents.

Verizon (F/T contract position via Tech Talenta)

April to July 2016 (4 months)

Basking Ridge, NJ

Consumer and Marketplace Insights (CMI) Senior Analyst – Marketing Operations

- Responsible for the management, tracking, analysis, and reporting of \$50M in departmental spend.
- Spearheaded a probe to identify and eventually eliminate over \$0.5 million in 2015 debt.
- Developed effective professional relationships with business partners in Consumer and Marketplace Insights (CMI), Accounts Payable, Finance, Sourcing, Legal, System Administration, Contract Management, IT, and multiple vendors, to troubleshoot and rectify project deviations, omissions, and pay to order processing errors (including \$500K that was sent to wrong vendor due to a PO issuing error); researched and expedited vendor payments.
- Demonstrated an ability to investigate and resolve errors/delays related to contracts, POs and invoices; collaboration skills; and professionalism in all interactions. Specifically, worked closely with department's team of market researchers to provide financial tracking for 400+ projects utilizing Altarama project tracking; developed and presented budget variance analysis to leadership; and ensured the effectiveness and compliance of the "order to pay" process.
- Researched and wrote an in-depth, step-by-step Consumer Marketing Insights Operations manual.

Vibrant Visions International LLC (self-employed/part-time)

January 2001 – current

Hackensack, NJ

Management Consultant

- Provided business development, marketing, communications, project management, coaching, training, and operations consulting, including virtual assistance, for start-up and established businesses requiring confidentiality and flexibility.

- Attracted executive clientele from the following diverse industries: IT/software, pharmaceutical, real estate, violin manufacturing, professional organizing, insurance, art, pharmaceutical, business communications/public relations, dry cleaning services, associations, executive coaching, and personal care services
- Spearheaded the implementation and account management of QuickBooks, Zoho CRM, and Constant Contact eMarketing and client surveys, including significant client database development, research, preparation, extensive list segmentation (average 30 categories), to increase client exposure and generate leads.
- Strengthened or generated Constant Contact email campaign open rates, averaging 30-40%, which consistently exceeded industry open rates.
- Created professional services package descriptions, rate structure, rate sheets creation, rate increase letter and mailing to clients.

Esteemed Human Development International (on call)

Sherman Oaks, CA

Independent Corporate Trainer

2011 - present

- Facilitate leadership-training programs through Employee Assistance Programs/Insurance companies for managers and staff of corporations such as Aegis Insurance, Panasonic, Canon, TKL Research, Atlantic Health Systems, Quest Diagnostics, Sanofi Genzyme, and Yeshiva University. Topics include leadership development, communication, transition strategies, sustainable work-life balance, stress-management, and wellness.

Premier East Edible Arrangements (Flower Expo, DBA BMS Associates) & Jaybz LLC (DBA Gardenia's Fire)

Teaneck, NJ

Organizational, Marketing, & B2B Sales Consultant

April 2015 – April 2016

- Generated a comprehensive executive overview, detailing business development strategies for Premier East Edible Arrangements (8 Edible Arrangements retail stores), including marketing communications, B2B sales, operations/administration, events/networking, and team management.
- Converted 22 corporate store customers to Premier East EA clients, and significantly increased B2B sales, generating additional \$10-20K annual seasonal sales.
- Researched, contacted, and responsible for collecting over \$7K in payments from over 60 delinquent House accounts.
- Wrote and managed Constant Contact promotions to over 55K customers for Premier East Edible Arrangements.
- Conducted extensive website review for a new start-up, Gardenia's Fire, examining the product descriptions, biographies, testimonials, and other key communications. Provided feedback, branding ideas, and proofreading edits.
- Set-up, managed, and maintained Gardenia's Fire Constant Contact eMarketing account, including extensive data preparation, list segmentation, eBlast preparation, scheduling, and report analysis.

Osem USA Inc., Division of Nestlé (Full-Time Contract Position via UNITEMP)

December 2014 – April 2015

Englewood Cliffs, NJ

Accounts Receivables Assistant

- Reconciled and processed extensive credit notes and credit request memos involving multiple invoices (up to 170), deductions/chargebacks, and calculations utilizing advanced MS Excel and SAP knowledge.
- Responsible for repayment requests, and claim forms preparation, sales order approvals, and customer payment posting in SAP & prepared and maintained various tracking reports to ensure that credit memos were ready for approval, repayments, and provisioning.
- Researched and wrote an in-depth, step-by step, A/P procedures manual for training and operations purposes.

Technical Skills: Constant Contact, Microsoft Office Suite (Word, PowerPoint, Excel, Publisher, Outlook), Network Solutions Website Builder, Adobe/Apple products, QuickBooks, Wordpress, Salesforce & Zoho CRM.

Education

- Bachelor's Degree of Arts/Communication Studies with Honors, Pennsylvania State University, University Park, PA; Area of Specialization: Interpersonal & Organizational Communication.
- Certified Graduate of Coach Training Program (CTP), Coach University (CoachU), July 2003