

VERENA AIBEL

Global Biz Woman & Marketing Executive

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🌐 www.linkedin.com/in/vibrantvisions/

📍 Hackensack, NJ, USA



EXPERIENCE

Supervisor of Marketing & CLE Program Manager

Occupational Assessment Services

📅 08/2016 - 01/2019 📍 Lodi, NJ

Robust national legal services firm whose clients were awarded over \$1.2 billion in verdicts & settlements in the past 30 years

- Tripled the company's national exposure via 60 trade shows last year
- Doubled the number of active Constant Contact contacts to 30,000
- Created and gleaned insights from 300 eMarketing campaigns

Management Consultant/Exec. Coach/Owner

Vibrant Visions International LLC

📅 01/2001 - Ongoing 📍 Hackensack, NJ

- Closely collaborated with C-Suite to create 15 elaborate business intelligence software solutions PowerPoint presentations
- Generated email campaigns averaging 30-40% open rates
- Established Chief Operating Officer function for thriving business
- Spearheaded extensive client database development and list segmentation to increase sales for violin manufacturer

Consumer and Marketplace Insights (CMI)

Senior Analyst – Marketing Operations

Verizon (Contract)

📅 04/2016 - 07/2016 📍 Basking Rldge, NJ

- Troubleshoot and rectified a \$500K pay to order processing error.
- Orchestrated a probe to identify and eliminate \$0.5 million in debt.
- Provided financial tracking for 400+ projects via Altarama.

Executive Consultant

Premier East Edible Arrangements

📅 04/2015 - 04/2016 📍 Teaneck, NJ

- Researched, compiled, and implemented extensive executive reports for 8 Edible Arrangement retail stores and for Gardenia's Fire.
- Converted 22 corporate store accounts to Premier East accounts generating \$20K in one month.

Accounts Receivables

Osem USA Inc., Div. of Nestlé (Contract)

- Reconciled extensive credit notes and credit request memos

MY LIFE PHILOSOPHY

"Everyone can perform magic, everyone can reach his goal, if he can think, wait, and fast."

Siddharta by Hermann Hesse

STRENGTHS

👁️ Visionary/Eagle Eye

⚙️ Motivator & Leader

∞ Marketing & Operations Insights

✚ Organizational Communication Pro & Bridge-Builder

EDUCATION

B.A. in Communication Studies w/Honors

Pennsylvania State University

📍 University Park, PA

- Area of Specialization: Organizational and Interpersonal Communication
- Major GPA: 3.97

Certified Graduate of Coach Training Program

Coach University

📅 01/2001 - 07/2003