

Verena Aibel
Northern NJ
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Summary of Qualifications

Vibrant, tech-savvy, exemplary strategic thinker and communicator with excellent written and verbal skills. Able to work independently, remotely, and as part of a time. Proven leadership qualities. Strong creative, marketing, project management, organizational, administrative, and problem-solving capabilities.

Professional Experience

Occupational Assessment Services
Lodi, NJ

Supervisor of Marketing & CLE Program Manager

August 2016 to current

Responsibilities include:

- Developing and implementing nationwide marketing strategies for an established, fast-paced legal consulting firm, including developing and supervising internal sales team, developing methodologies to increase business, making sales presentations, project management, and sales contact management (SalesForce).
- Managing and coordinating all logistics for nationwide CLE seminars (over 20 annually), legal industry trade shows (over 50 annually), and on site representation at various events.
- Vendor prospecting, sponsorship soliciting, and vendor managing at CLE seminars.
- Developing and maintaining database of 1800+ vendors nationwide.
- Strategic branding and target segmenting via Constant Contact eBlasts (25,000+ contacts), Press Releases, publicity materials, website content, updates, and improvements, and social media campaign development and execution.
- Creating and managing 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.
- Interviewing, training, and supervising national marketing/sales associates and assistants. Includes administration, human resources support, sales training, team building, department budgeting, and leadership development.
- Event photography and social media write-ups and dissemination.

Vibrant Visions International LLC (Entrepreneur)
Hackensack, NJ

Management Consultant / Virtual Assistant / Professional Coach/Trainer

January 2001 - Present

- Provide business development, marketing, communications, project management, coaching, training, and operations consulting, including virtual assistance, for start-up and established businesses requiring confidentiality and flexibility.
- Attract 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
- Spearhead 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.
- Strengthen or generate Constant Contact email campaign open rates, averaging 30-40%, which consistently exceeded industry open rates.
- Create professional services package descriptions, rate structure, rate sheets creation, rate increase letter and mailing to clients.
- Develop travel rate policies.
- Design and order rate sheets and promotional items (pens, banners, flyers, gift certificates) for public events &

- speaking engagements.
- Wrote articles and biographies for speeches, handouts, websites, press kits and social media avenues to promote client services/products.
- Reviewed websites, edited and made revisions to ensure accuracy, attractiveness, consistency, and increase visibility.
- Responsible for public relations activities to promote awards (Best of Bergen winner) and new services.
- Provided training in QuickBooks, Microsoft Office, Apple/Mac, Zoho CRM, Constant Contact, social media listings and promotions, etc.
- Provided leadership coaching and business coaching to improve sustainability in the marketplace.

Esteemed Human Development International (occasional)

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.

Verizon (F/T contract position via Tech Talenta)

Basking Ridge, NJ

Senior Consumer Marketing Insights Analyst

April 2016 – July 2016

- Tracked, managed, and investigated over 400+ market research projects in order to provide marketing insights for Budget Vs. Actuals and forecasting reports.
- Spearheaded a high-priority mission to relentlessly probe and eventually eliminate over \$0.5 million in 2015 debt.
- Collaborated with vendors, market researchers, accounts payable, sourcing management, contract management, system administration, and IT to troubleshoot and rectify project deviations, omissions, purchase order processing errors, and to expedite vendor payments.
- Executed various financial operations functions through extensive PeopleSoft, Ariba, Altarama project tracking, Microsoft Outlook, Word, PowerPoint, Excel executive reporting, and budget management tools.
- Researched and wrote an in-depth, step-by-step Consumer Marketing Insights Operations manual for training and operations purposes.

Flower Expo Associates [Premier East Edible Arrangements] (DBA BMS Associates) / Jaybz LLC (DBA Gardenia's Fire) (P/T) 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.
- Conducted confidential, system-wide physical and electronic file inventory of all BMS Associates documents.

- Developed Human Resource hiring/needs assessment tools, operations & training manual, and job descriptions.
- Investigated social media sites and search engine sites to ascertain how the key corporate executives and their various business entities were portrayed in the media in order to make corrections and streamlined messaging.

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

Englewood Cliffs, NJ

Accounts Receivables

December 2014 – April 2015

- 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, accounts payables procedures manual for training and operations purposes.

Additional Experiences

ITAP International, Princeton, NJ, **Certified Cross-Cultural Consultant & Trainer, Living and Working Abroad Programs**

Gruner & Jahr International, New York, NY, **International Marketing Consultant**

Visser Software Services Inc., New York, NY, **Marketing Consultant**

Treuhandanstalt (German Government's "Trust Company"), Berlin, Germany, **Assistant Group Manager/Special Assets**

Technical Skills (A-Z): Adobe Photoshop, Altarama RefTracker, Apple iMovie, Ariba, Constant Contact, Microsoft Suite (Word, PowerPoint, Excel, Publisher, Outlook), Network Solutions Website Builder, Oracle PeopleSoft, QuickBooks, , SAP, Wordpress, Zoho CRM

Social Media Expertise (A-Z): Facebook, Twitter, LinkedIn, Pinterest, Google Plus, Instagram, Tumblr, YouTube.

Education / Interests

- 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

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