



DYNAMIC PROFESSIONAL WITH 10+ YEARS OF EXPERIENCE WEARING MANY HATS  
CUSTOMER SERVICE SPECIALIST • ADVOCATE • BRAND AMBASSADOR •  
PUBLIC RELATIONS & MARKETING COMMUNICATIONS EXPERT • EXPERIENCED  
SPOKESWOMAN • WRITER • EDITOR • WEB DESIGNER • GRAPHIC DESIGNER •  
SOCIAL MEDIA GURU • & MUCH MORE

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## EDUCATION

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- **Master of Arts - Fairfield University**, Communication, Fairfield, CT, coursework completed, pending thesis approval, August 2014 (expected)
- **Bachelor of Arts - Manhattan College**, Communication, concentrations in Journalism and Public Relations; Minor in Government Riverdale, Bronx, NY, awarded May 2004, Dean's List honors
- **International Business Field Study Seminar certificate - Manhattan College School of Business**, London, England, awarded January 2004
- **High school diploma - The Hun School**, Princeton, NJ, awarded June 2000

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## RELEVANT EXPERIENCE

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### **Consultant, various clients** (part-time and full-time, December 2006-present)

- specialize in office and project management, marketing communications, public relations, government relations, corporate communications, writing, editing, event management, website development, and much more - please visit [AnnieMDance.com](http://AnnieMDance.com) for samples of work

#### **current clients/projects:**

- APreppyGuide.com
- Connecticut Canines
- Fuselier and Company, Inc.
- New Leaf Brands, Inc. (NLEF)
- Oncologix (OCLG)
- Integrated Freight Corp. (IFCR)
- Republican National Committee
- Mark Boughton (R) for Governor of Connecticut

#### **select past clients/projects (in order of most recent):**

- Linda McMahon's campaign for U.S. Senate (R, CT)
- Crestwood Technology Group (CTG)
- EventSource (West World Media)
- EnergyPRZ
- Charles Fazzino, 3-D pop artist
- New York State Senator Greg Ball (R, 40<sup>th</sup> District)
- New Canaan Patch, [newcanaan.patch.com](http://newcanaan.patch.com) (AOL)
- M Milestones
- MNI (Time Inc.)
- AstaReal (Fuji Chemical)

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### **Society Manager, Mary Ann Liebert publishers**, New Rochelle, NY (full-time, September 2012-December 2013)

- Responsible for managing all aspects of nonprofit societies and conferences for the **Institute for Professional Education (IPE)**, the **Rosalind Franklin Society (RFS)**, the **Academy of Women's Health (AWH)**, and the **Annual Congress on Women's Health (CWH)**; also worked with the **Academy of Breastfeeding Medicine (ABM)** and the **Society for Adolescent and Young Adult Oncology (SAYAO)**
- Wore many hats - acted as project manager, coordinator, nonprofit society manager, web site administrator, researcher, editor, writer, marketing manager, social media manager, events manager, executive assistant to the Executive Director and Managing Editor, and liaison to parent company, **Mary Ann Liebert publishers**, which publishes the **Journal of Women's Health** and over 70 medical journals, newsletters, books and websites
- Created and managed promotions by writing email newsletters, and promotional pieces (e-blasts and print), wrote content, edited and maintained [AcademyofWomensHealth.org](http://AcademyofWomensHealth.org) using Word Press CMS, and various social media accounts (Facebook, Twitter, LinkedIn, and Google+)
- Created online stores on [Zazzle.com](http://Zazzle.com) for all of the societies - created and updated products and managed customer relationships
- Created new email marketing protocols - see [Tinyurl.com/AWHarchive](http://Tinyurl.com/AWHarchive) for past emails sent via Mailchimp
- Edited and posted bi-weekly blog written by Mitzi Perdue, the **MP Post**, [AcademyofWomensHealth.org/blog](http://AcademyofWomensHealth.org/blog)
- Developed and maintained membership for the societies - secured over 200 members in 2012 and over 300 members in 2013
- Monitored and manage budgets and fundraising activities - assisted in securing over \$400,000 from sponsors and grants for AWH & CWH
- Processed payments from members, conference attendees, and supporters utilizing web-based payment systems
- Successfully secured over 10 supporters and over 20 exhibitors for the **Annual Congress on Women's Health**
- Worked closely with government agencies (**HHS, ORWH, NIH, FDA, CDC**, etc.), pharmaceutical companies (**AbbVie, Amgen, Astellas, Bayer Healthcare, Merck, Noven, Novo Nordisk, Pfizer, Teva Women's Health**, etc.), on various events, initiatives, and collaborations
- *left position involuntarily because position was eliminated due in part to loss of grant funding and department restructured*

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### **Administrative Assistant, Barnard College, Primary Care Health Service**, New York, NY (full-time, November 2007-April 2011)

- **Overall:** Acted as special projects coordinator; performed and implemented special projects; solely responsible for scanning and digitizing all confidential patient documents and charts into electronic medical record (EMR) and main contact for collecting and scanning all incoming students' health forms; updated and redesigned website [Barnard.edu/PrimaryCare](http://Barnard.edu/PrimaryCare), various internal forms and other materials, including authorization forms, consent and medical forms and health promotion/health education materials; followed HIPAA & FERPA laws
- **Specialized reporting:** Prepared and implemented various internal and external reports, including specialized health reports for city, state and federal government agencies (NYCDOH, NYSDOH, CDC, etc.); prepared and monitored various accreditation memberships (AAAHC, etc.)
- **Health Information Technology:** Assisted in the development of customizing system functions to meet office needs through use of innovative problem-solving skills utilizing the EMR system (McKesson Practice Partner), insurance software, other software, email and websites
- **Administrative and Customer Service:** Provided administrative support to all staff, scheduled and arranged patient's appointments, staff meetings and conferences, and maintain over 10 employee's calendars; processed and handled a large volume of calls, emails and mail
- **Research and Analytics:** Researched, analyzed and kept up to date on current health care topics and issues, provided research and statistics of daily students' visits utilizing the EMR software and Excel; provided daily reports to the Director of Health Services
- **Human Resources:** Wrote and prepared new staff forms, researched and verified credentials using various web-based systems
- **Accounts receivable:** Collected payment from patients and maintained follow-up with patients while using exceptional customer service skills
- **Purchasing:** Performed office supply purchasing for all staff, ordered supplies, and maintained inventory
- **Community and Communication:** Department Liaison - used excellent verbal and written communication skills on a daily basis with Barnard College students, faculty and staff (over 2,500 individuals), the Columbia University community, and other outside parties
- *left position voluntarily because I moved and had an opportunity to work with a New York State Senator*

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**Account Executive, The Mega Group, Robbinsville, NJ (full-time, 2006)**

- Acted as project manager and took an active role in all marketing disciplines, from customer service to account management
  - Wrote and edited materials; edited content for [TheMegaGroup.com](http://TheMegaGroup.com) and [NWstore.org](http://NWstore.org); coordinated online stores and promotional items
  - Acted as liaison between clients, outside partners/vendors and internal teams, including sales staff
  - Clients included Hill Wallack, NeighborWorks America, Novo Nordisk, Foamex, Mercer County Chamber of Commerce, New Jersey League of Municipalities, Sanofi-Aventis, Terumo Medical Corporation, and Verizon Wireless, and others
  - *left position because company moved an hour away and I wanted to return to Connecticut*
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**Marketing Assistant, The Media Services Group, Stamford, CT (full-time, 2005)**

- Acted as the main point of contact for marketing and publicizing the company's products (computer software for publishing clients), events and activities; coordinated print and online ad schedules, organized materials for trade shows and attended trade shows, wrote and edited press releases, newsletters and company literature, and assisted with updating the company website, [MSGL.com](http://MSGL.com)
  - Clients included top consumer and business-to-business magazines in the US, UK and Canada
  - *left position to move to NJ to help my grandmother, and for a new job*
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**OTHER PART-TIME, PROJECT AND VOLUNTEER EXPERIENCE**

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**Founder, Connecticut Canines, Danbury, CT (part-time, December 2013-present)**

- Advocacy, Lifestyle, Resources, Dog Sitting & much more - serving the greater Danbury, CT area
  - As a pet parent to a rescue dog, and as an animal advocate, I founded Connecticut Canines in 2013 to help other pet parents
  - Solely created and update [ConnecticutCanines.org](http://ConnecticutCanines.org), [Facebook.com/ConnecticutCanines](https://Facebook.com/ConnecticutCanines), [Twitter.com/CTCanines](https://Twitter.com/CTCanines), and design marketing materials
  - Regularly write and update the Dances With Dogs blog ([ConnecticutCanines.org/Dances-with-Dogs.html](http://ConnecticutCanines.org/Dances-with-Dogs.html))
  - Dogs are more than just pets, they're family members. In addition to providing sitting services, we (me & my husband) are advocates, working to help dogs who have been abandoned and lost, with local animal shelters in CT, and community leaders - because dogs can't speak for themselves and need our help
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**Commissioner & Secretary, City of Danbury Commission for Persons with disabilities, Danbury, CT (volunteer, part-time, May 2013-present)**

- The Commission works to put the "A" in ability; appointed by Mayor Mark Boughton and approved by the City Council in May 2013
  - Responsible for contributing to the Commission to advise the Mayor of health and disability issues that need to be addressed in the community
  - As Secretary, responsible for taking and distributing meeting minutes; created an acronym for the Commission, DanburyC4PWD
  - Took the initiative to create new Facebook ([Facebook.com/DanburyC4PWD](https://Facebook.com/DanburyC4PWD)) and Twitter ([Twitter.com/DanburyC4PWD](https://Twitter.com/DanburyC4PWD)) accounts, write all social media site content and manage accounts; assist with website updates, created short link for website ([Tinyurl.com/DanburyC4PWD](http://Tinyurl.com/DanburyC4PWD))
  - Write all press releases and emails, created new e-newsletter - see [Tinyurl.com/DanburyC4PWDarchive](http://Tinyurl.com/DanburyC4PWDarchive) for archived emails
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**Merchandise and Motorclothes Sales Associate, Harley-Davidson of Danbury, Danbury, CT (part-time, June 2011-June 2012)**

- Utilized excellent customer service skills while interacting with members of the community in a retail fashion clothing, accessory and luxury gifts environment with a well-known American brand; assisted with on-site event promotion and management and website updates
  - Generated sales and built customer relationships while increasing revenue; demonstrated knowledge of computerized inventory systems
  - Took special orders; processed and handled payments involving cash, credit, checks, and gift certificates
  - *left position voluntarily to focus on a full-time consulting opportunity, and needed weekends free (I worked there weekends and occasionally during the week)*
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**Marketing Assistant, Teetimewatch.com, Wilton, CT (part-time/seasonal, Summer 2004)**

- Performed customer service, administrative, and marketing duties and assisted marketing staff on-site at LPGA and PGA golf tournaments in New York (LPGA Tour Sybase Classic, Wykagyl Country Club, New Rochelle, NY ) and Massachusetts (Senior PGA Championship Tour (Champions Tour) Bank of America Championship, Nashawtuc Country Club, Concord, MA)
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**Sports Information Assistant, Manhattan College, Riverdale, NY (student position, part-time, 2001-2004)**

- Assisted staff organize games at a Division I level, managed events, promoted and publicized the teams; acted as DJ at select basketball games
  - Liaison to media; assisted with ticket sales, and managed game-day activities; wrote and edited publications and assisted with updating [GoJaspers.com](http://GoJaspers.com)
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**COMPUTER SKILLS, AREAS OF EXPERTISE, MEMBERSHIPS & INTERESTS**

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- PC and Mac proficient; expert user of Microsoft Office products (Outlook, Word, Excel, Access, PowerPoint, Publisher, Sharepoint, etc.)
  - Expert user of Google products (Gmail, Calendar, Documents, etc.) and Adobe Creative Suite (Acrobat, InDesign, Illustrator, Photoshop, etc.)
  - Superior customer service, project management, writing, editing and proofreading skills, highly proficient with AP style
  - Advanced graphic design, website development and management skills; able to adapt quickly to new technology and learn new software and systems
  - Advanced knowledge of navigating and integrating email and social networking tools (MailChimp, Facebook, LinkedIn, Twitter, Pinterest, YouTube, etc.)
  - Excellent internet research skills, and experience with creating, maintaining and analyzing websites through various content management systems (WordPress, Drupal, Weebly), proficient with various web-based graphic design, wireframe, and mockup tools and file converter programs
  - Experience with creating, managing and troubleshooting interactive campaigns utilizing UI/UX, HTML, Flash, PHP, MySQL, jQuery and other IT tools
  - Proficient with analytical tools and various software and databases such as Sales Force, SalesLogix, Highrise, ACT, Datatel, Raiser's Edge, QuickBooks, Google Analytics, Yahoo! Analytics, Facebook Insights, Alexa, @Plan, comScore Media Metrix, Nielsen NetRatings, Vocus, LexisNexis, and many more
  - Proven track record of media and social media success with solid media instincts and key relationships
  - Possess excellent organizational and time management skills while having the ability to multi-task and meet deadlines in a dynamic, fast-paced environment
  - Exceptional development, project management and customer service abilities; strong communication & presentation skills
  - Possess valid CT driver's license; American Red Cross CPR/AED certified; completed FEMA coursework; experienced with emergency preparedness planning
  - Languages: Advanced user of English (native language), proficient in French, beginner in Spanish and Italian
  - Professional Memberships: The Women's Center of Greater Danbury, Public Relations Society of America (PRSA), and others
  - Personal interests: rescue dogs, photography, history, education, restoring my 134 yr. old home, tennis, basketball, motorcycling, & more
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**FOR ADDITIONAL INFORMATION**

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- To view my additional experience and expanded resume I invite you to connect with me on LinkedIn, [LinkedIn.com/in/AnnieMDance](https://LinkedIn.com/in/AnnieMDance) and I invite you to visit [AnnieMDance.com](http://AnnieMDance.com) to view samples of my work
  - References may be furnished upon request
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