

Elena Z. Thaemlitz

8095 N. Farm Rd 81, Willard, MO 65781

elena@thaemlitz.com 417-844-5115

Qualifications & Professional Objective

Accomplished marketing professional seeking to leverage background in project management, administration and event planning into a full-time position in Pennsylvania. A self-starter, motivated by a commitment to excellence, who is eager to contribute to a company's success.

Work Experience

2007 to Present: **Event Coordinator**

Down Syndrome Group of the Ozarks, Springfield, Missouri

- Research, develop and implement fundraising events
- Direct annual "Step Up for Down Syndrome" for past 4 years – our primary fundraising event that sets the annual budget for the entire organization.
- Increased sponsorships by 54% in 2011, surpassing goal of 25%
- Manage planning teams and volunteers for social events and educational workshops.
- Events range from small groups of 30, up to community-wide attendance of 1000.
- Manage & build donor relationships, including major corporate sponsorships
- Online marketing and social media for events and programs.
- Create press releases & act as DSGO representative to the media.
- Supervise Administrative Coordinator, interns and committee chairpersons
- Elected as Secretary to Board of Directors, Jan 2011.
- Elected as Vice President, Jan. 2012

Mar 2005 to Dec 2011: **Small Business Marketing Consultant**

Thaemlitz Consulting, Willard/Springfield, Missouri

- Event management consultant for a small business bi-annual convention.
- Website restructuring, online marketing, and content management. Brand development, web site traffic growth, web site UI and online advertising plan. Increased web traffic for one client by 500% in first 2 years.
- Improving non-profit online presence through search engine optimization (SEO), online advertising & target audience development via e-blasts.
- Successful planning & execution of job fairs, public shopping events and fundraisers for woman-owned business community.

May 2001 to Feb 2005: **Project Manager/Programmer Analyst Team Lead**

EFCO Corporation, Monett, Missouri

- Manager of online development team and liaison with marketing team
- Developed first online order tracking system, from concept to production & training
- Directed design of website & application architecture for optimum usability
- Developed online training documentation and presentations for national sales reps
- Responsible for development of all project management documentation, including technical docs, QA manuals, usability testing procedures and end user training
- Developed IT departmental project management standards and processes

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April 2000 to April 2001: **Producer**

Deutsch, Inc., Interactive Division, New York, NY

- Project manager for multiple new media projects for national and global clients
- Directed website development, online promotions, banner advertising and email campaigns for clients such as IKEA and Snapple brands.
- Developed proposals, project specifications, cost estimates, and scope of work documents to meet client strategic and brand positioning needs
- Managed entire project life cycle: discovery and architecture design, budgeting, scheduling, resource allocation, development, testing, and deployment phases
- Reviewed and refined content from copywriters, content manager, and graphic designers
- Managed third-party vendor relationships to ensure timeliness and quality
- Supervised assistant producers, freelance and contract employees, and interns

Jan 1996 to April 2000: **Data Control Administrator**

Weill Cornell University Medical College, New York, NY

- Project manager for Office of Research & Sponsored Programs databases and websites
- Developed and maintained department and Core Facilities web pages
- Editor & Project Director of the 1998-99 Faculty Research Directory (concept to press, both print and online versions)
- Provided computer technical support for the department. Liaison between end-users and IT department for support and project development.
- Maintained data integrity for Office of Research & Sponsored Programs and IRB office
- Developed email broadcasts & monthly newsletters based on online and database research of funding sources (federal and non-profit opportunities)
- Created annual research funding reports for Dean's Office

Education

- University of Massachusetts, Amherst, MA: BS with Individual Concentration (psychology & pre-med combined coursework)

Additional Training

- Website Development, Missouri State University, Springfield, MO
- Front-Line Leadership
- 7 Habits of Highly Effective People
- The Basics of Employment Law
- Journalism courses, New York University, New York, NY
- Business courses, Marymount Manhattan College, New York, NY

Additional Skills

- Proficient in Microsoft Office and MS Project
- Familiarity with design & publishing programs
- Ability to edit html with or without specific web design software
- Comfortable administering Facebook pages, websites, Google Adwords, Yahoo ads and website analytics