

Deborah A. Whiting

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B2B SALES HUNTER & MARKETING

- :: Intangible Business Communications & Marketing Services ::
- :: Permission-based eMarketing & Online Media Specialist ::
- :: Creative Thinker :: Solutions-oriented Team Player :: Listener ::
- :: Preference for Relationship-based Sales Targeting C-Level Executives ::
- :: Always in the Top 10% of any Sales Team ::

Motivated by internal standards of excellence, this high energy, self-starting sales & marketing executive brings more than twenty-five years of proven business development success utilizing new-media marketing solutions to bolster intangible, relationship-based sales. Experienced in multi-product, B2B intangible communication and marketing solutions that are presented with style, message clarity, and enthusiasm. Possessed with a strong understanding of the value of accurate and timely CRM data entry, this professional is a top-producer with an uncanny talent to cold call with enthusiasm, forecast accurately, open new vertical markets, maintain a productive pipeline, build a loyal customer base, and close, close, close.

PROFESSIONAL EXPERIENCE

Leica Geosystems Inc.- Norcross, GA

2006 - 2007

(International leader in high-tech measurement instruments: based in Switzerland- subsidiary of Hexagon Corp.)

ADVERTISING AND PUBLIC RELATIONS MANAGER, AMERICAS REGION

Hired to plan all print advertising for 5 Business Areas (Divisions), execute annual contracts, lead creative, lead copy, act as liaison to over 40 national trade publications as well as state association publications, coordinated required deliverables with product marketing managers and outside creative sources. Repeatedly applauded for 'out-of-the-box' thinking, creative energy and execution of innovative marketing technologies.

Exemplary contributions in one year's employment included:

- ◆ Converted direct mail to online email marketing integrated with internal communications portal resulting in major savings to corporation while increasing communication reach;
- ◆ Converted pre-existing static eNewsletter to interactive version, resulting in 20% greater response to content and 10% increase in readership; (supported via online analytics & metrics)
- ◆ Introduced micro-sites, landing pages, and webinars geared to build customer lists, promote sales and support dealer network of 400 business partners;
- ◆ Researched & implemented CRM software to Marketing Department then converted to online portal as corporate-wide tracking tool;
- ◆ Brought Public Relations in-house with three freelance writers directed to provide press releases, articles for national and international release, as well as publication spotlight segments resulting in 500% increase in Americas Region exposure;
- ◆ Led evaluation of B2C online store for SEM, SEO & site relevance on Internet resulting in total evaluation of metrics vs. sales profile.

DigiMedia Solutions- Alpharetta, GA

2003 – 2006

(Creative firm specializing in 'new media' applications with measurable results- Deborah Whiting, Consultant)

OWNER, CONSULTANT- NORTH AMERICA, MEXICO

eMarketing consulting firm specializing in online services that bolster Internet presence, increase web traffic and/or enhance site navigation & overall design resulting in viable eCommerce revenue opportunities. Primary market was medium to large corporations.

- ◆ Designed & implemented in-house eNewsletters effectively increasing customer databases with segmented data profiling contacts, improved targeted messaging removing unnecessary duplication of transmission and related costs.
- ◆ Utilized Email Append to successfully increase reach of organizations. Sample results: Grand Targhee Ski Resort obtained 40% of missing email addresses for targeted campaigning.
- ◆ Selected speaker for the Baseball Winter Meetings on the topic of "eMail Marketing: How To Bolster Online Sales".
- ◆ Partnered with promotional products firm to create customized, geo-based marketing campaign for professional baseball to create viral marketing campaigns. Sample results: Atlanta Braves increased individual ticket sales by 23%.

Enhanced Messaging Firm -Atlanta, GA

1988 - 2003

Enhanced Messaging solutions included Broadcast Fax, Email Marketing & Communications, Voice Broadcast and Teleconferencing Services. Primary market was medium-sized companies to Fortune Corporations within the vertical markets of Automotive, Finance, Publishing and Travel/Hospitality. The firm I started in September 1988 was sold twice during my employ.

ICG COMMUNICATIONS –based out of Denver, CO Director Business Development, Enhanced Messaging Division	2000 - 2003
NIKONET –Atlanta, GA Director Sales & Marketing	1994 - 2000
COMPUFAX –Atlanta, GA Vice President Operations/ Shareholder via Sweat Equity	1988 - 1994

- ◆ Responsible for maintaining personal sales quota of over \$5 million annually—more than 50% of division’s annual revenue. Number one salesperson for 7 years running.
- ◆ Sold messaging services to two wholesale automotive market leaders within ten days of each other resulting in 85% market saturation and a 200% increase to the bottom line. Within four months, the original company owners were able to sell the corporation at a valuation of 27 million dollars, or more than three times the rate of revenue.
- ◆ Introduced a new on-demand technology that was subsequently adopted by the entire wholesale automotive industry. The online solution increased efficiency, sped up information communication and resulted in more sales. Is now considered to be a must-have by the industry’s clientele.
- ◆ Managed teams of Graphic Artists (3), Database Development Telemarketers (14), Sales Executives (10), and Bookkeeper. Responsible for Hiring, Firing, Day-to-day Procedures, Software Implementation.

EDUCATION

MFA –Two years of three year program in Theater Arts Ohio University –Athens. OH	1981 - 1983 Full Scholarship
BFA in Theater Arts Virginia Commonwealth University – Richmond, VA	1976 – 1981 Dean’s List