

MARIA DOE

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EDUCATION

- 2003-2005 **COLUMBIA BUSINESS SCHOOL** New York, NY
MBA, Executive Program, May 2005
 Elected Cluster Career Representative
 Member: Columbia Women in Business
- 1992-1996 **UNIVERSITY OF PENNSYLVANIA** Philadelphia, PA
BA, Communications, May 1996
 Minors in Mathematics and History
 William Levy Award for most dedicated senior serving the University
 Mortar Board Honor Society, based on outstanding scholarship, leadership and service

EXPERIENCE

- 1998-2003 **TIME INCORPORATED/AOL TIME WARNER** New York, NY
Associate Product Manager, Home Entertainment (1999-2003)
- Managed all aspects of product development and member acquisition and retention program for *Money*, *Fortune*, and *Life* Magazine book series continuity programs while involved in strategic planning for divisional growth.
 - Conceptualized, implemented and analyzed 40 annual direct marketing campaigns including direct mail, telemarketing, magazine cover wraps and Internet.
 - Developed reporting systems that improved efficiency in tracking campaigns, reducing time required on process by 75%.
 - Launched cost-reduction program resulting in savings of over 20% (\$30,000) in magazine cover wrap order processing charges.
 - Forecasted revenue and expenses and performed monthly financial reconciliation.
- Assistant Product Manager, Home Entertainment (1998)**
- Managed new member and current member promotions for four negative option continuity programs.
 - Developed list analyses and plans, package testing matrices, merge-purge instructions and mailing specifications .
 - Oversaw telemarketing campaigns including writing scripts, monitoring calls, managing vendors and measuring sales performance.
 - Directed promotion department and outside agencies in creating and revising all print media.
- 1996-1998 **NEWBRIDGE EDUCATIONAL PUBLISHING** New York, NY
Marketing Associate
- Prepared and organized new and current member promotions, including direct mail, space ads and telemarketing for six educational continuity programs.
 - Created list histories and developed media plans based on acquisition and retention analysis.
 - Managed \$2 million list rental and merge-purge process for direct marketing promotions.

ADDITIONAL INFORMATION

- Volunteer as Site Captain of New York Cares Day, managing rejuvenation of public schools (including Time Warner 1999 and Columbia Business School 2003 sites).
- Served as interviewer and Fundraiser Committee Co-Chair for Volunteer Referral Center.