

ALISON C. TEPE-GUY

PERSONAL PROFILE:

Entrepreneurial, creative worker with strong leadership and motivational skills; extremely service oriented; unique combination of intuitive and adaptability abilities; astute at recognizing areas in need of improvement, with the vision to develop action steps and see them through to a prompt and successful completion.

I have been using computers for more than 26 years and have gained an excellent knowledge in areas of design concept, design software, marketing strategies, CRM/Salesforce, social media outlets and the internet. I am very passionate about the industry I am involved with and am proud to have many recognized accomplishments throughout my professional career.

I believe that the following six skills make me a highly valuable employee:

1. Client Focus
2. Communications
3. Technical Ability
4. Personal Pride
5. Thinking/Reasoning Skills
6. Being a Team Player

AREAS OF EXPERTISE:

Currently providing visionary leadership and managerial assistance in the sales and marketing workforce. Special talents in communication, creativity and client relations. Career reflects consistent record of corporate recognition for contributions.

PC Based Software Capabilities

Microsoft Office Suite (All Windows operating systems, Microsoft Word, PowerPoint, Publisher and Excel)
Adobe Creative Suite (Photoshop, Illustrator, In-Design)

WORK EXPERIENCE:

ATG Consulting - Cincinnati, Ohio

November 2010 to present

Currently providing Marketing and Relationship Development assistance to companies in need of immediate direction through coaching. At present, I am working with 2 consulting firms assisting them with proposal development, new, existing and potential client meetings, marketing collateral, website rejuvenation and brand recognition.

RDI Corporation- Cincinnati, Ohio

December 2012 to April 2015

Sr. Marketing Specialist, Social Media Coordinator

Responsible for developing and maintaining all marketing material, social and email campaigns, online blogs, whitepapers, trade show collateral, employee engagement promotions (ELL Well), social events, public relations, customer communications, media advertisements, promotions and marketing plans. Design presentations for clients which include Quarterly Business Reviews, Capability Verticals and Virtual Marketing portals. Maintain and manage client contracts (MSA/SOW), project tracking, proposal ROI, Assist and lead with all proposal submissions for RDI/RDIT & SIRS. Support all aspects of selling to new and existing clients.

Wurst Bar In The Square, Transition Bar, Walt's Hitching Post - Mt. Lookout, Ohio - Fort Wright, Kentucky

December 2012 to April 2015

Creative Coordinator

Responsible for menu design development and maintenance, website content, promotional advertising, billboard design, social media content development, mobile application development and maintenance.

SFA Architects/PDT Architects - Cincinnati, Ohio

January 2011 to December 2012

Business Development Manager

Served in a dual company role supporting the Marketing and Business Development requirements of two firms consistently and cross marketing services. Aside from the daily proposal and collateral development, networking and meetings with future clients was a priority. Multiple seamless brand identification collateral items were created for both of these firms which were leveraged throughout various chambers, member organizations and government entities.

Glaserworks – Cincinnati, Ohio

March 2006 to October 2010

Marketing & Strategic Relations Manager

Within Marketing and Business Development there is a constant ever changing need to be on-time and responsible. Responsive, timely and accurate proposal development was a big part of each day. I would locate need proposals, evaluate our firm's ability to respond based on experience and job experience, develop the team and submit the response. I was also in charge of maintaining daily client needs as well as developing future client relationships. Each week I conducted a Marketing meeting and coached members of the firm in client relationship development as well as arranged meetings for firm Principals. I maintained our newly developed database of 4000 and develop proposals for all studios within the firm. I was also responsible for maintaining our marketing and consultant files and developing brand identification for our firms website and marketing collateral.

KLH Engineers, PSC – Ft. Thomas, Kentucky

January 2005 to January 2006

Marketing Manager

As Marketing Manager, my duties included assisting in the development and refinement of our data bases, preparation of materials involved and responding to RFQ's, RFP's, preparation of Power Point presentations and other interview materials, project data sheets, staff biographies, coordination of project photography, brand identification and web enhancement.

PFB Architects, Inc. – Cincinnati, Ohio

January 2002 to January 2005

Director of Marketing, Business Development Manager

As the Director of Marketing I demonstrated my knowledge of methods for showing, promoting, marketing and selling architectural services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems. My responsibilities included strategic planning, resource allocation, leadership techniques, production methods, media production, and written, oral, and visual media. These learned skills allowed me to assist in established PFB as an up and returning business to both retail and health care architecture.

Casler Design Group- Cincinnati, Ohio

June 2001 to January 2002

Marketing Manager

Duties included overseeing the daily operations of the business developing a marketing database, collateral materials, website development, public relations and production methods. My purpose was to develop a marketing department internally so each employee could update and further generate proposals and marketing materials.

Cole + Russell Architects, Inc. – Cincinnati, Ohio

January 2000 to May 2001

Marketing Assistant – Website Manager

In a firm consisting of 90 employees my responsibilities included conceptual upkeep of the marketing database, creation and implementation of marketing materials, proposal preparation, mass mailings, interview preparation, brochure development, trade show scheduling, special event coordination, website management and other duties as assigned. One of my largest responsibilities included the management and most comprehensive up-to-date on-line presence. This included not only the C+RA website, but also our firm's presence on the AIA National and AIA Local web sites.

DNC Architects, Inc. – Rockville, Maryland

February 1997 to May 1999

Executive Administration and Marketing Coordinator

While assisting the architects and interior designers my daily activities consisted of maintaining the firm's database of 3700 clients, potential clients, contractors and consultants; maintaining all of the offices correspondence and electronic filing; managing the summer interns, account receivables, as well as maintaining the architectural library. I prepared all of the firms brochure and postcard marketing efforts, which allowed our current clients and potential clients to see the diversity of the firm and how it applies to today's marketplace.

Comark Government and Education Sales – Gaithersburg, Maryland

November 1995 to February 1997

Executive Office Administrative Assistant

Due to the diversity in my position I needed to learn many new computer skills within the Microsoft Windows 95' software package. One of my biggest challenges was to develop the companies' database of 1500 clients and contacts. The computer software that was currently available to the firm was Symantec Q&A. Before long that program needed to be upgraded to Access so I then need to figure out how to transfer foreign material from program to program. Needless to say I became proficient in D-Base as well when upgrading their software package. Accounting, managerial, training and communication skills were acquired.

Value Added Distribution – Gaithersburg, Maryland

July 1995 to November 1995

Receptionist

Reception work was my main duty while with VAD. However, I had been training for the position of Customer Services Administrator when the firm filed for bankruptcy. I remained with the firm up until a month before they closed their doors.

Beechmont License Agency – Cincinnati, Ohio

June 1990 to July 1995

Customer Service Representative

Responsible for overseeing the daily operations of the business and dealing with the general public. I performed driver's license renewals, vision screenings, title transfers, vehicle registrations and hunting, fishing and dog licenses. I continued my employment with the agency while attending both High School and College.

MEMBERSHIPS:

AMA American Marketing Association

National Business Women of America

SMPS, Greater Cincinnati Chapter

ACI – Allied Construction Industries

EDUCATION:

1992 Purcell Marian High School, Ohio

1993 Daytona State College, Florida – AS Graphic Design

1994 Eastern Carolina University, North Carolina - AS Marketing

1996 Montgomery College, Maryland – BS Marketing Management

2002 University of Ravenhurst, BA Marketing, Specializing in Business Administration, Graduated Cum Laude with Distinction

Currently Enrolled Colorado Technical University, Bachelor of Science in Business Administration , Concentration in Marketing

ACCOMPLISHMENTS/ COMMUNITY INVOLVEMENT:

2007-08 GCSMPS Marketer of the Year Award Winner

3 time SMPS – Striving for Excellence Award Recipient

8 year Board Member for SMPS

30 AIA Award Winning Submission Preparations

2 year Cystic Fibrosis Foundation Wine Opener Board Member

5 year Board Member and Trustee for the Mathis Foundation for Children

2 year Golf Tournament Director for the Mathis Foundation for Children

1 year Committee Member for the AIA Beau Arts Ball

4 year ACI Membership Committee Member

Notary Public for the State of Ohio

CONTACT INFO:

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