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OBJECTIVE:

Rewarding and challenging management position within a highly ethical, friendly yet professional company utilizing my expertise in marketing (both print and digital), management, technology, training, content creation, business development & social networking.

QUALIFICATIONS:

MANAGEMENT:

Highest income producing department of multi-service corporation. Staff training & development (20-30). Increased total services over 150% in two years. Increased total revenues by 50% in first year. Marketing Manager for over 25 businesses. Managed Social Media & Email Marketing.

ORGANIZATION:

Organizational development & consulting for over 100 healthcare practitioners and for numerous clients' businesses. Implemented new department policies. Created first employee procedures manual. Over 25 years working with Non-profits in public relations and marketing. Co-directed start-up educational company focused on personal development and relationship building and expanded training program Bay Area-wide, by 80% in 6 months.

TRAINING:

Designed training and user's guide. Trained editorial staff in new Adobe CS5 and InCopy software. Trained staff on MS Office software. Promotion and administrator of national boating-related workshops program. Expanded educational course offerings from 5 to 14 per week throughout the Bay Area. Training & support in MSOffice and many online CRM/cloud-based programs.

DEVELOPMENT:

Developed 1st boat show mobile app (iBoatShows) for iPhone iOS. Developed and updated over 25 websites. Ad sales campaign for marine industry association. Initiated Quality Control Program, employee evaluations, national sales tracking system, conducted survey for training, improved product, and increased moral. Developed customer service department procedures and programs. Expanded client educational program usage 75% in one year. SEO development & reporting for medium-sized companies.

TECHNOLOGY:

Skilled in Microsoft OS and APPLE OSX computer platforms; Web design, development, implementation & troubleshooting. Skilled in CRM & marketing apps, Wordpress web design and web content management, Dreamweaver & basic HTML; Working with QuickBooks. Managed and helped redesign websites to Wordpress for most clients. SEO specialist with understanding of best practices. Managed Crowdfunding campaigns. Write Tech/Gear column for International bi-lingual lifestyle magazine. Basic IT support.

COMMUNICATION:

Excellence in Customer Service and Communications, counseling, promoting Health and Well-being. Training in counseling and personal coaching. Instituted & managed e-newsletter. Established Management Team. Trained adults in general computer skills and Medical Coding. Promotion and marketing of educational workshops around the country. Fluent in Social Media/Networking. Current "Social Net Worth" = <7500.

EXPERIENCE:**CLIENTS**

CHI RECOVERY, INC. – Sebastopol, CA 8/2014 to Present

Marketing / Office Manager (for client) – responsible for developing and implementing new marketing plan. **Objective:** Grow highly-effective private addiction treatment program using new online presence, social media and SEO. **Need:** Quickly build brand awareness and use SEO to get a foothold in crowded market. **Approach:** Developed and implemented a new marketing campaign with a focus on adding and expanding social media networks, creating new outlets for Expert content, local radio advertising. Overhauled website (new Wordpress site) with an emphasis on resources, networking and content. Took over office management and managed re-vamp of entire data collection procedures in preparation for academic study on program by UCSF. Put organizational “best practices” into place and helped perform audits on all accounts. Directed and implemented switch to QuickBooks accounting and helped create more streamlined payment and tracking systems. Created most documents, procedures and best-practices in preparation for CARF accreditation. Managed all Providers, Vendors and Independent Contractors. Handled all contracts, invoices, H/R duties. Implemented Practice Mgmt. software and Standard of Care for healthcare-related business.

DECKMASTER FINE DECKS – Sebastopol, CA - 2013 to 2014

Marketing Manager (for client). **Need:** Build on brand awareness, initiate Social Media channel, expand customer base. **Goal:** Double sales in one year. **Approach:** Develop and implement initial marketing plan resulting in increased sales by 150% for year. Website redesign and expansion, content production, advertising, promotion on Radio, online and in print. Introduced Social Media, e-newsletters and eblast digital marketing. Document completed jobs using photography & video, creating video testimonials for web & Internet. Introduced CRM software and designed new customer/job tracking forms. Assisted with employment campaign, created ads and work closely with local media outlets to improve company branding. Ongoing Business development.

TRANSFORMATIONAL SAILING – Rohnert Park, CA - 2012 to 2013

Director – Marketing & Communications and **Board Member** for new non-profit helping U.S. Veterans with PTSD and other concerns by providing weekly sailing opportunities on San Francisco Bay. Created and developed online presence (website), initial fund-raising campaign including online crowd-funding initiative. Managed social media & outreach. Involved with on-going business development, sourcing grants and developing educational component.

CLAIRE COMMUNICATIONS, INC. – Sebastopol, CA - 2012 to 2013

Managing Editor/Newsletter Production Coordinator (for client) - world-wide content marketing service to therapists, coaches, etc. Managing freelance contributing writers, editorial calendar, article content, and production of quarterly print newsletters and monthly digital ezines for customers in the Psychology/Counseling field. Social Media posting and content.

BUSINESSES

RUSSIAN RIVER PR / Your Cruising Editor – 2008 to Present
Freelance Writing/Editing, Marketing and Social Media – Creating content for both online and print publications, and work in various multimedia such as photography, video and blogging. Focus on destination travel, adventure cruising and high tech. Marketing and Management for new start-up not-for-profit and other clients. Published over 50 articles in numerous magazines and create, design and manage digital/email marketing campaigns. Managed Crowdfunding campaigns via Indiegogo.

HEALTHCARE STAFF DEVELOPMENT, MANAGEMENT & TRAINING,
 (aka-PRACTICE PERFECT) - 1993-1999

Consultant - Specializing in Integrative and CAM practice consulting, administrative and management of practitioners and Wellness Centers. HealthCare needs assessment; On- & off-site management; practice building; insurance coding/billing, collections; computer training, trouble-shooting, and organizational development and implementation. Insurance focus: Medicare, P.I., Managed-Care, Worker's Comp. Offering Basic Insurance Training Seminar, Staff development and Staff building.

PUBLICATIONS

YACHTING TIMES Magazine – Miami, FL – 2011 to Present
Columnist and Freelance Writing – Publish the Tech and Gear column for the Nation's first bi-lingual boating magazine. Tech reviews for boating, marine-related products, boats and software. Provide adventure cruising and yacht cruising or racing articles.

SOUTHERN BOATING Magazine/Marine Business Journal – Ft Lauderdale, FL
Managing Editor – Responsible for Editorial staff of 40 year-old monthly lifestyle and quarterly industry publication with 27,000 base, plus e-newsletter content and delivery. Managed editorial staff of three, interfaced with Art Department to achieve final product look and feel, worked closely with sales team to promote advertisers and attract new clients. Responsible for Editorial Calendar development and assignment of Contributing Writers. Created new marketing plan for improving online presence, including social networking. Represented company at trade shows. Wrote original articles on all-things boating related/travel and technical. Edited all incoming articles. Interfaced with owners/management on all aspects of publishing process.

BLUE WATER SAILING Magazine – Middletown, RI
Online Editor and Freelance and staff positions Editing and Writing – Produced *The Cruising Compass* e-newsletter (www.cruisingcompass.com). Responsible for website re-design, web manager (www.bwsailing.com). Marketing and sales for various clients in cruising/sailing business. Author of numerous articles in the magazine from Boat Reviews to Sailing Charter Destinations.

SEVEN SEAS CRUISING ASSOCIATION, INC. – Fort Lauderdale, FL
Editor – *Commodores' Bulletin*. Monthly publication of the oldest, largest international sailing/cruising association in the world. Web Mistress, Workshop Administrator. Also responsible for all public relations and web content. Liaison between membership and Board of Directors. Created first online ad sales program for 60 year-old non-profit.

EDUCATION:

Bachelor of Arts Degree in Psychology, San Francisco State University, Cum Laude.

Masters Degree in Social Psychology and Organizational Development, San Francisco State University.

PROFESSIONAL ASSOCIATIONS:

Boating Writers International

International Travel Writers Alliance

Marine Marketers of America

National Association of Professional Women

CERTIFICATIONS:

- Certified Tourism Ambassador (CTA) for Sonoma County
- United States Coast Guard Merchant Mariner Credential – OUPV (Six Pac) #45906.

ARTICLES PUBLISHED:

For a comprehensive list of all articles and other work, please visit:

<http://www.nancybirnbaum.com/>