

GINA M.CACCAVALE

CAPE CORAL, FL

Cell Phone (239) 851-2244

anigc_40@yahoo.com

OBJECTIVE

To obtain a position in which I can use my creative, marketing and sales skills, but a position where I will also be a valued member of an established and focused team. A career opportunity where I can continue my educational efforts to gain both strength and knowledge in a creative and competitive market.

EDUCATION

- Bachelor of Fine Arts in Graphic Design, December 2003
 - University of Florida Gainesville, FL, School of Art and Art History,
- M.B.A. with concentration in Marketing, award expected 2010
 - Keller Graduate School of Business Management
- M.H.R.M. award expected 2010
 - Keller Graduate School of Business Management

CERTIFICATIONS

- Active Secret Clearance, March 2008

HONORS AND AWARDS

- SEC Scholar Athlete, University of Florida Track and Field 2002
- University of Florida Deans List, 2001-2003

TECHNICAL EXPERIENCE

Mac and Windows Operating Systems, Adobe Creative Suite, Printing, Screen Printing, Microsoft Office Suite, Quark, Joomla, and HTML.

SKILLS AND STRENGTHS

Research, Design Development and Implementation, Creative Presentation, Vector Graphic, Website Map Development, Website Banner and Button Design, Developing Design Direction, Florida Department of Health Media Training, Mentoring, Team and Leadership Development, Event Coordination.

PROFESSIONAL EXPERIENCE

Area Manager and Business Development, QCA usa: April 2009- February 2010

Position eliminated due to the economy

- Responsible for District-wide expansion and local growth, strengthening and enhancing relationships with current major clients and developing relationships with potential clients in Lee, Charlotte, Glades, Hendry, Desoto and Collier counties.
- Represent and work with design, construction, marketing and public relations projects with both private and public-sector clients
- Responsible for District-wide job recruitment, Public Information Officer, Administrative and New Business Development training.
- Ensures sales and operational goals and strategies are achieved for area under direct supervision.
- Responsible for leading a team of QCA representatives in executing more than 3,000 passenger surveys to support a major research effort for the Miami International Airport 30-year Master Plan for redevelopment and facility improvements
- Supports City of Cape Coral and Balfour Beatty Construction Management in their community outreach efforts for the city wide roadway improvements.
- Directs and implements systematic marketing of area agencies as well as designated targets.
- Serves on proposals and presentation teams within the district.
- Generates and improves graphic images, branding and marketing collateral for internal corporate efforts and current external clients.
- Event coordination, planning, set-up and breakdown for customers
- Flier distribution, mass email and mail marketing

Communications, MTS Technologies, Inc.: January 2008-December 2008**Position eliminated due to the economy**

- Led all government DoD and private proposals, briefings, presentations, applicable budgets, new product development and marketing plans.
- Implemented knowledge of current graphic design software to produce graphic art and visual materials for promotions, advertisements, packaging and informative and instructional material through a variety of media outlets such as websites.
- Consulted with senior management on strategic planning for current and future service offerings.
- Consulted and coordinated with MTS Technologies Inc. corporate staff on private and government based promotional events.
- Trained and consulted the corporate administrative assistants for graphics and presentation support.
- Presented strategic plans to a variety of audiences using key messages and visual aids.
- Generated and improved graphic images.

Showroom Inside Sales Associate, Ferguson Enterprises: July 2006-January 2008

- Primarily responsible for customer service by assisting customers on the showroom floor.
- Trained and Developed new counter associates.
- Followed-up and managed accounts, purchase orders and inventory.
- Developed monthly newsletters and other marketing tools such as: gift certificates, flyers, event invitations and sales letters.
- Created price quotes and bids for residential and commercial builders.
- Processed returns and payments on customer accounts.
- Utilized and trained fellow associates on RFID Inventory Technology.

Director of Marketing and Design, RAD Adventures and the Swamp Restaurant: December 2002-January 2006 (promoted to Director December 2004)

- Developed marketing plans, led advertising and created original menus, t-shirts, posters, applicable budgets and branding-development efforts for sister companies.
- Developed and managed the merchandise design and sales department both online and on-site.
- Redesigned website and website navigation, with weekly editing, menu, layout and advertising changes.
- Designed and maintained merchandise and retail window displays.
- Planned and coordinated annual and quarterly party and business development events.
- Coordinated and Trained servers, hostess and merchandise associates.

OTHER WORK EXPERIENCE**Part Time Junior Graphic Designer, Premier Parties: May 2004-December 2004**

Contributed to logo development and t-shirt designs, while developing skills as a creative designer.

Free-Lance Work: December 2003-Present

- Dream It Web Design : Developed logo, graphics and website headers.
- Branding Development Inc.: Developed logo and website header designs.
- Anglers Grille: Developed corporate realization and menu designs.
- Campus Talk Magazine: Created ad and layout design.

Intern U of F Office of Student Activities Graphics: August 2001-December 2002

Designed brochures, logos, posters, t-shirts, flyers, newsletters and coupon books using Quark and Illustrator for over a dozen student organizations.

REFERENCES AND PORTFOLIO

Available Upon Request