

DIANA K. Werkmeister

Creative marketing & communication professional versed in unique facets of marketing strategies including electronic communications, social media relationships, search engine optimization, direct mail pieces, and fax marketing tactics.

Particular areas of specialization include:

- Website content generation and management
- Maintaining and enhancing customer and vendor relationships
- Organizing, planning, and executing well developed electronic marketing campaigns

PROFESSIONAL EXPERIENCE:

Director of Marketing

2008 - Present

Allied Business Network - Monroeville, Pennsylvania

- Oversaw the design and improvement of the company's website, including the development of a new online customer management database and branching into social media relations.
- Helped increase the company's mailing list by 65% while maintaining average click through rates.

Marketing Intern

2007 - 2008

United Way of Westmoreland County - Greensburg, Pennsylvania

Responsible for laying the initial groundwork for an electronic database that would be manageable for those without any prior database management experience.

Aquatics Director

Summers 2005 - 2007

Greater Pittsburgh Council Boys Scouts of America - Farmington, Pennsylvania

Maintained a safe aquatics area for a variety of aquatics activities, provided instruction for those aquatics activities, and managed and trained staff members.

EDUCATION:

BA in English, Creative Writing & Literature

2003 - 2007

Seton Hill University - Greensburg, Pennsylvania

- Worked with the Setonian campus newspaper as a staff writer and copyeditor
- Actively participated in the vibrant blogging community

TECHNICAL & PROFESSIONAL SKILLS:

- Leadership and management of others
 - Ability to communicate clearly both orally and in writing
 - Business contract negotiation and editing
 - Familiarity with multiple online development languages including:
 - HTML & XHTML
 - CSS
 - PHP
 - MySQL
 - Proficiency with the software necessary for the development of marketing campaigns:
 - Adobe Photoshop
 - Adobe Illustrator
 - Adobe Dreamweaver
 - PremiumSoft NaviCat
 - Microsoft Office Suite
 - Adobe Acrobat
 - Experience with the online tools used during electronic marketing campaigns:
 - Constant Contact
 - AWeber
 - Google AdWords
 - Yahoo! Search Marketing Solutions
 - 5 Star Fax Marketing
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