

KELLI L. JONES

1533 Aspen Drive Pottstown, PA 19464
Home: (610) 718-9697 Cell: **New** (610) 710-6510
Email: KelliLynnJones@gmail.com
Samples Portfolio: <http://www.thegreencube.com>

- Professional Summary**
- ❖ Ten (10) years in digital printing industry
 - ❖ Solid knowledge of variable data printing including transactional, transpromotional and promotional
 - ❖ Relationship building expert
 - ❖ Powerful writer (Technical and Marketing)
 - ❖ Imperturbable manner in high pressure situations
 - ❖ Methodical approach to navigating complex responsibilities
 - ❖ Authority in knowledge management, facilitation in transfer of knowledge and cross training
 - ❖ Team Captain in various charitable programs, including soliciting employee support

Experience **OBJECTIF LUNE, September 2001 – January 2009**

Channel Marketing Manager, USA

- Grew company's bottom line utilizing strategic and tactical marketing techniques
- Developed and implemented channel marketing strategies resulting in increased mindshare and sales
- Developed key relationships built on trust, delivering promises and personality parlaying into business
- Authoritative project manager on all significant Marketing plans, often requiring cross departmental support, maximizing resources to ensure complete and timely realization
- Database marketing strategist utilizing CRM, enabling targeted communications
- Expertly multitasked to best service boundless channel and internal requirements
- Developed variety of sales tools (print, animated and web based) to communicate complicated topics
- Spearheaded development and implementation of comprehensive online reseller resource portal
- Developed training materials and content to help turn "box sellers" into consultative, solution providers
- Responsible for writing and implementing Monthly Educational Reseller Newsletter and Webinar Series
- Lead product launches including training, communications and associated necessary sales tools for sales team and channels
- Managed and mentored two employees, capitalizing on individual skills and capabilities
- Supervised tradeshow ensuring proper exposure to ultimately increase sales

IKON OFFICE SOLUTIONS, December 1998 – September 2001

SolutionCenter Senior National Research Analyst, January 2000 – September 2001

- Championed information transfer process in knowledge management center as a pre-sales resource
- Assisted in the creation and maintenance of databases enabling efficient retrieval of information
- Researched and responded to Requests for Proposals, increasing IKON's close ratio
- Conducted high-level, primary and secondary research for use in Executive presentations and RFP's
- IKON Master Color Certified Specialist
- Consultative Sales Training graduate at IKON University

Human Resources Generalist, December 1998 – January 2000

PILGRIM BAXTER & ASSOCIATES, March 1998 – December 1998

Human Resources Assistant

NHR/OPTIONS, April 1997 – March 1998

Independent Medical Evaluation Coordinator

ENTERPRISE RENT-A-CAR, January 1995 – April 1997

Assistant Manager

Software Expert in Microsoft Office Suite; Microsoft CRM; Adobe's Photoshop, Illustrator, Captivate, Professional; Basic HTML, SwishMax, PlanetPress Suite; PrintShop Mail; DirectSmile's Creator Pro

Education **Keller Graduate School**, Masters in Business Administration/Marketing, *in progress*, 3.5 GPA
Towson University, Bachelor of Science, Business Administration/Marketing, 3.0 GPA