

TRINA M. JAPPENSON

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SENIOR LEVEL MANAGEMENT

Operations, Interactive Marketing & Strategic Planning

Multitalented, creative senior manager with effective mix of both strategic planning and online marketing strengths that work together to drive increased market share, improved productivity and sustainable revenue. **Expertise includes website development, marketing trend and competitive analysis, program planning/development, account management and production management.** Blend hands-on management, team leadership, technical acuity, product management and understanding of what drives e-business success with keen business acumen and innovative thinking to consistently improve overall operational results.

“Out-of-box” thinker and visionary planner with proven ability to understand, translate and provide solutions to both operational and customer problems. History of identifying key business improvement areas before implementing targeted process enhancements that continually meet business needs; **respected for ability to build strong relationships, foster performance excellence and achieve bottom-line objectives.**

CORE COMPETENCIES

- Client Needs Analysis
- Online Marketing / Development
- Content Development / Management
- Strategic Business Planning
- Interdepartmental Teambuilding
- Project Planning / Implementation
- Client Management
- Database Management
- Market Research / Analysis
- User Interface / Improvement
- Continued Process Improvement
- Website Usability / Functionality
- Affiliate Relationship Building
- Quality Control Initiatives
- Strategic Partnerships

CAREER & ACHIEVEMENT SUMMARY

BIZWOMAN COMMUNICATIONS PARTNERS, Bizwoman.com – New York, NY

DIRECTOR OF OPERATIONS (6/2001 to Present)

Originally hired as site/project manager before assuming Director Role, with responsibility over daily production operations of www.bizwoman.com including editorial staff supervision, usability issues and coordination between all critical departments including editorial, advertising, sales and promotion. Identify and follow-up on new business opportunities, play key role in business strategy including e-commerce initiatives, develop marketing strategy and administer \$1.1M budget. Develop and implement innovative sales/marketing concepts and site enhancements such as job openings, contents and events. Work closely with CTO, Editor, editorial team members and technical web team to ensure optimum site usability and visitor interest. Oversee all quality and performance issues, product development activities and website continuity. Serve as key liaison between magazine and AOL for content deal between entities.

Key Achievements

- **Boosted overall productivity and significantly reduced backlog** by developing formal workflow standards and implementing formal operating procedures; realized project/request turnaround of between 48-72 hours vs. previous one week timeline.
- **Realized subscriber increase of 64% in just three months** by announcing website contest within the website newsletter.
- **Reduced overall expenses by \$189K through variety of cost saving measures including leading** transition from flat page hosting server system to content-management system.
- **Improved advertising sales by 30%** through addition of online sales alternatives to traditional magazine advertising clients and implementing value-added pricing structures for representatives to utilize.
- **Championed use of online capabilities** to quickly gather demographic information for advertisers in “Bizwoman Gifts for You” program, traditionally done via direct mail and used by advertisers.
- **Launched number of traffic-generating programs including Bizwoman Events Online, Online contests, Bizwoman@the Mall;** attained top-10 search engine positioning and increased online sales by 30%.

Continued...

- **Increased monthly web traffic and online** exposure by conceptualizing content packing for magazine content within America Online (AOL).
- **Delivered growth of unique visitors (from 105K to 170K)** by revamping website from nine “highlight” sections to five concise channels and featuring same new channels into newsletter.
- **Secured higher “bounty” percentage from traffic driven to eDietingwomen.com site;** bounty agreement of \$50 vs. traditional \$35 payment for other site traffic.

E-Trina CONCEPTS – Paterson, NJ

1999 to Present

STRATEGIC / ONLINE MARKETING CONSULTANT (1999 to Present)

Launched this online consulting organization to help clients integrate the internet into current business model. Manage variety of client projects including newsletter development, e-commerce initiatives, affiliate program development and project management.

Key Project / Client Highlights

- **Major Customer** – Retained to develop lifestyle channel on new urban major customer website, primarily directed for women focusing on health, beauty, fashion, wellness and career. Created overall content, coordinated activities of freelance writers and producers and developed primary sponsorship relationships. Primary areas of success included Q&A bridal and etiquette section and generation of \$150K in sponsorship dollars. Project delivered under budget, on time and without incident.
- **Major Customer** – Led development of online competitor analysis to maximize their online product initiatives including type of initiative, target audience, conditions and site content.
- **Majorcustomer.com** – Performed extensive analysis of competition that helped them better target profile their customers and improve vendor partnerships.
- **Majorcustomer.com** – Charged with building traffic to Intellihealth Healthy Home Store; collaborated with President of Home Store to expand e-commerce offerings, cultivated strong affiliate promotions program and built relationships with strategic partners to integrate their products and share cross-site promotions. Gained 8% increase in revenue share by restructuring affiliate revenue plan and securing BET.com and Discoveryhealth.com as partners.
- **The Customer Group** (XXX/XXX.com) – Author all content for official website dedicated to political journalist XX and champion all strategic relationships with potential internet partners. Developed marketing and PR opportunities for both website and newsletter.

CANNS.COM – Thornton, PA

PUBLIC RELATIONS AND MEDIA MANAGER (1997 to 1999)

Ascended quickly through ranks of this start-up organization from initial hire of Customer Service consultant to concluding role. Directed all public relation activities, account development, new business development and partnerships; managed strategic relationships with merchant and commercial partners and negotiated all business deals. Identified/tracked market trends and developed campaigns for commercial websites. Prior positions included Market Research Analyst, Manager of Community Marketing and Key Account Marketing Manager.

Key Contributions

- **Conceptualized and implemented independent partners program** (a member support program); users joined affiliate program to earn points and gain effective web-marketing strategies.
- **Increased membership from 30 initial members** to over 150,000 within just six months and subsequently implemented terms of service and privacy policy that included QA to ensure porn-free member sites.
- **Maximized low-startup budget and gained all planned services for \$15K less** of projected costs.
- **Credited with gaining positive press and driving market visibility** including recognition from Advertising Age, Internet News and participation in PBS membership drive, Philadelphia.

Early Career includes variety of customer-centric positions with ReMax Realtors, JP Morgan Services and American Express Centurion Bank (1989 to 1997)

Member, Internet Direct Marketing Association
Skilled in Numerous Web & Interactive Marketing Applications