

Dear Hiring Manager;

Please allow me a moment to introduce myself so we can discuss how I can be of value to your organization.

I am a friendly, creative, and dynamic team player, who has an open-minded approach when dealing with team members. I bring a history of transformative impact to my clients along with a passion for the business and a goal-oriented work ethic. I bring with me a wide variety of talents and skills to enhance your business. Because of my broad spectrum of capabilities, I am able to provide exceptional value to your organization. Below are highlights of my skills followed by my resume for review and consideration.

MARKETING:

- 20+ years of Marketing, Brand Management, and Social Media experience, with proven record of successful email marketing campaigns
- Demonstrated SEO success and increased engagement enhancement expert
- Comprehensive knowledge of the metrics & analytics to track engagement for successful campaigns.
- Savvy in video editing and graphic design with exceptional webinar and meeting creation and presentation with skills in photography & copywriting.

EVENT PLANNING:

- Certified event planner with over 15 years of successful event planning with events exceeding 5,000 attendees
- Accomplished in the for and non-profit spaces.

FINANCIAL:

- Sole Auditor for a Fortune 500 company.
- Financial acumen to effectively manage multiple aspects in this arena from budgets to payables and receivables.

TRAINING:

- Proven trainer with the ability to communicate ideas on varied levels of comprehension.
- Ability to create and present interactive webinars and seminars.

PROJECT MANAGEMENT:

- Skilled at workflow organization and prioritizing
- Proven record. From taking production from table reading to national competitions to Disaster Recovery and Planning for catastrophic events using Agile and Scrum methodologies.

IT:

- Proven problem identifier and solver through in-depth system problem-solving.
- Comfortable in all environments.

HUMAN RESOURCES:

- Employee screening, on-boarding and off-boarding, and recruitment
- Training, coaching and mentoring, and conflict resolution
- Compliance Management

CULTURE BUILDER (CHIEF HEART OFFICER):

- Recognized ability to create a culture where employees feel safe & valued through sincere interactions & mentoring.
- Increased productivity and reduced employee turnover reducing training and other HR costs due to focus on employee wellness.

LEADERSHIP:

- Demonstrated leader by example who has competently led a team of 450+ business owners for a Fortune 500 company.
- Proven leader who eats last. Title does not a leader make, it's about respect & support for your team.
- Validated team and client builder and retainer.

A FEW FUN TIDBITS: I am an actress, a musician, and an artist. Functionally, I engage both sides of my brain equally. Allowing me to deep dive into problem-solving, financial, or research projects and also be able to produce creative content, eye-catching designs, and tell engaging stories. I am a solution provider I focus on fixing problems not fixing the blame. Additionally, I am a Florida native, mum to two basset hounds, a bichon, and three cats, an avid reader and crafter, and have an insatiable desire to always keep learning and improving.

I look forward to discussing the potential synergy further.

Respectfully,

Leigh Michele Trimaldi

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Portfolio: <https://bit.ly/leighsportfolio>

KEY ACCOMPLISHMENTS

- Orchestrated Marketing and Event Planning for Division events. Directed and executed all aspects of event planning from securing the venue to designing marketing materials and advertising and on-site management and hosting the events.
- Designed and produced packaging and marketing material for products marketed on a national level.
- Creation of comprehensive training presentations and social posts used nationally.
- Boosted social growth by 300% in six months across multiple platforms
- Produced lead generation and professional networking resulting in increased revenue and brand awareness and loyalty.

KEY SKILLS

- ✓ Social Media Engagement and Influence (18 yrs.) ✓ Event Planning ✓ SEO/SEM Marketing (8 yrs.)
- ✓ Public Speaking (25 yrs.) ✓ Copy & Creative Writing (25 yrs.) ✓ Graphic Design (18 yrs.) ✓ e-Commerce Solutions (10 yrs.)
- ✓ Web Design (20 yrs.) ✓ Budgeting (20 yrs.) ✓ Accounting & Financial Skills (25 yrs.)
- ✓ Purchasing & Procurement (18 yrs.) ✓ Analytic Skills (25 yrs.) ✓ Contract Negotiation (15 yrs.)
- ✓ Team Building & Motivation (25 yrs.) ✓ Corporate Training (22 yrs.) ✓ Critical Thinking (25 yrs.)

TECHNICAL ABILITIES

- ✓ Adobe Creative Cloud / Canva / GIMP (18 yrs.) ✓ Quickbooks Pro ✓ Sage / Peachtree Accounting (8 yrs.)
- ✓ J D Edwards (4 yrs.) ✓ Concur (4 yrs.) ✓ Salesforce / Pipedrive / HubSpot (16 yrs.) ✓ HootSuite (18 yrs.)
- ✓ Office (30 yrs.) ✓ Google Analytics (4 yrs.) ✓ Linear / Asana / Monday (5 yrs.) ✓ Fusion (Beginner)

EXPERIENCE

Seven Cells Pharmacy, Stuart, FL — Project Manager / Marketing Liason

November 2022 - April 2023 (Job elimination due to budget cuts)

- Orchestrated software development team and priorities
- Client experience facilitation
- Researched and vetted community outreach and tradeshow events for brand awareness and engagement
- Developed risk monitoring and strategies
- Liaised with the marketing team to coordinate and facilitate requests
- Pioneered financial reporting and forecasting
- Formulated data and financial analytics
- Undertook change management
- Forged team building
- Produced videos for social media and graphic designs for web and social media platforms
- Overhauled Proofreading / Editing
- Executed product management
- Cultivated brand management

ARC Healthcare, Worthington, OH — Chief Marketing Officer

February 2022 - October 2022 (Job elimination due to budget cuts)

- Established digital marketing strategies including web design, social media, and e-mail marketing campaigns
- Executed policies and procedures to ensure patient rights
- Design of physical marketing collateral including trade show booth design and t-shirt designs
- Piloted and drafted Government and commercial RFPs and grants
- Initialized budgeting and forecasting for all departments and trained peers on best practices
- Negotiated and executed all on-site events
- Cultivated sales team training and mentoring
- Delivered the new staffing division "CHIRP Staffing"
- Contributing member of the executive leadership team
- Developed community outreach programs
- Restructured CRM management & administration
- Performed as Press liaison and generated all press releases and interactions
- Demonstrated team building / Company culture leadership mentor (Chief Heart Officer)

Metro One Loss Prevention Security Group, Staten Island, NY — Marketing & Social Media

November 2020 - February 2022

- Drafted RFPs, RFIs, and RFQs for company bids and pricing
- Positively impacted client experiences
- Analyzed risk and threat management
- Devised digital marketing strategies for web design, social media, e-mail
- Crafted and designed marketing collateral for multiple platforms
- Performed as Press liaison and generated all press releases and interactions
- Master Administrator for CRM
- Continually monitored and delivered detailed investigation reports of natural and manmade threats.
- Established community engagement and outreach programs for local communities
- Examined and analyzed potential civil unrest / environmental disasters deployed internally and distributed to clients to enable their preparation.

American Cylinder Exchange, W. Palm Beach, FL — National Sales, Marketing, & IT Manager

March 2018 - June 2022 (November 2020 - June 2022 as a Contractor)

- Established digital marketing strategies including web design, social media, and e-mail marketing campaigns
- Expanded and facilitated marketing collateral for all franchises
- Streamlined new employee onboarding
- Master Administrator for CRM (Pipedrive and Salesforce)
- Partnered with franchise owners and oversaw new locations for start-ups/project management
- Developed web presence for franchises
- Performed IT training and support for all 14 companies both in person and virtually
- Cultivated sales team training and mentoring

Law Offices of David P. Ginzberg, Lantana, FL — Marketing Manager

January 2017 - February 2018

- Established digital marketing strategies including web design, social media, and e-mail marketing campaigns
- Devised marketing strategy for identifying areas of opportunity
- Spearheaded event planning and facilitated focused on the highest ROI
- Developed focused organic marketing campaigns utilizing Facebook Live chats and forums
- Provided office management and Human Resources functions
- Established community outreach in conjunction with Pro Bono work
- Delivered financial analytics and reporting
- Restructured client intake and communications in Personal Injury cases
- Enacted team building and company culture (Chief Heart Officer)

Avon Products / New Avon, LLC, New York, NY — *District Marketing Manager*

April 2011 - February 2017

- Guided and coached representative teams, managers, and peers on the effective use of social media
- Devised robust field events strategies with high energy toward recruiting representatives & sales leaders leveraging the use of alliances, experts, partnerships, and social media
- Fostered an engaged community of social networks globally crossing territory boundaries
- Established digital marketing strategies including web design, social media, and e-mail marketing campaign
- Accomplished a consistent increase in the number of active representatives in the District
- Stimulated an increase of representatives by successfully identifying people with aspirations, abilities, and qualities to build a successful business or lead a team
- Developed and trained leaders and top-selling representatives in team building, leadership, and company culture building (Chief Heart Officer)
- Conducted meetings and generated interest by influencing, motivating, encouraging, and recognizing potential leaders and top sellers
- Revitalized the recruiting and training process by establishing the "Appointment Bible", a recruiting tool that was used nationally when onboarding new representatives.
- Established the "District 1253 Cares" program where representatives volunteered and gave back to the community through events
- Redesigned the Hot 100 program presentation which became the approved model for onboarding presentations

Dolling's Appliance & Refrigeration, West Palm Beach, FL — *Business Manager / Marketing*

April 2008 - May 2013

- Prepared monthly financials, quarterly sales tax reporting, and daily accounts receivables
- Established digital marketing strategies including web design and social media
- Performed cash reconciliation, monthly credit card, and bank reconciliation
- Created the "Ask Sam" program where the community could reach out to the company founder with questions and receive repair advice.

EDUCATION

Palm Beach State College – Lake Worth, FL (96 credit hours transferred)

Music / Musical Theatre / Theatre Management

Gold Coast Professional Schools – Boca Raton, FL

Life, Health, and Variable Annuities Certification

Rochville University – New York, NY

Doctorate - Business Administration & Marketing

Masters. – General Law

Bachelors – Theatre Management

Compliance Solutions – Denver, CO

Emergency Management Planning - Specialist

Haz-Mat / IATA Certification

Shaw Academy – Dublin, Ireland

Social Media Certification

CONTINUING EDUCATION

Coursera – Mountain View, CA

- Google Project Management Specialization
- Capstone: Applying Project Management in the Real World
- Google Project Management
- Agile Project Management
- Project Execution: Running the Project

Udemy – San Francisco, CA

- Certified Event Planner
- Time Management Secrets: 10X Your Productivity In 41 Minutes
- Introduction to Lean Six Sigma - Six Sigma Academy Amsterdam
- Cyber Security Course For Beginners
- Seven Scientifically Proven Steps to Increase Your Influence
- Professional Life Coach Accreditation
- Therapeutic Art Life Coach Accreditation
- Energy-Centered Hypno-Coaching Certification
- Certified Spiritual Counselor & Psychology Empath Accreditation
- Reiki Level 1, 2, and Master/ Teacher Certification
- Professional Energy Psychology Coach
- Certified Hypnosis - Hypnotherapy Practitioner
- Certified Cognitive Behavioral Practitioner
- Energy Protection & Boundaries Practitioner Accreditation

U.S. Food & Drug Administration:

The FDA Bad Ad Program and Prescription Drug Promotion - Certificate of Completion

Yale University (via Coursera):

Connected Leadership

Imperial College London (via Coursera):

Creative Thinking: Techniques and Tools for Success

CERTIFICATIONS

- Notary Public, State of Florida - Commission Number: HH-249778 - Expires: 06/2026
- Leadership and Team Building Certification - Avon University - Avon Products
- Customer Service Certification - Gold Coast Academy

ADDITIONAL COMPETENCIES:

Healthcare: HIPAA Compliance

Training: Corporate and Individual levels

IT: Help Desk, Troubleshooting

Leadership: Coaching, Mentoring, Strategizing

Proposals & Grants: Pricing, Writing, Submittal

Contingency Planning: Monitor potential threats, Strategic planning, Organized drills & revisions as necessary

Culture Building: Creating workspaces where employees feel safe, and valued leading to increased retention

Finance: Auditing, A/R, A/P, Budgeting, Forecasting

Project Management: Agile Methodology, Lean Six Sigma

Human Resources: Hiring, Onboarding, Employee Relations

Solution Finding: Analytical, Creative Problem Solving

Administrative: Calendars, Travel, Presentations, Office Suite

PROFESSIONAL REFERENCES - Leigh Trimaldi (561) 385-4684 trimaldileigh@gmail.com

Shandra Dawkins, Founder, Florida Resource Center For Women and Children, W. Palm Beach, FL 561.889.7613
shandradawkins@ymail.com

I have known Leigh for over a decade working with her in both the non-profit and commercial arenas. We have worked on fundraising, marketing, and start-up projects where she has always been a leader and professional. She is a brilliant woman who really has no limits to what she can accomplish. She has the capacity to handle multiple ventures flawlessly. I highly recommend her for a position within your company. Not adding Leigh to your team is a huge missed opportunity.

Ross Tuttle, Former Sr. Advisor to the Asst. Regional Administrator for Management - U. S. Environmental Protection Agency, Dallas, TX 972.217.5721 navyleader01@gmail.com

I have had the distinct pleasure of working with Dr. Trimaldi in multiple roles at multiple companies. Most recently I recruited her to join the ARC Healthcare team, knowing that her business acumen and insights would power the company to success. She is passionate about what she does. Her vast knowledge and experience, in my opinion, make her an indispensable asset. She is highly intelligent but humble and willing to share her knowledge. Leigh is a natural leader who inspires those she works with. She is a very rare find. I wholeheartedly recommend her to any company. Please feel free to reach out to me directly.

Debbie Johnston, Owner/Operator Capital Propane Exchange - New Brunfeld, TX 817.821.8734
debbie@capitalpropaneexchange.com

I began working with Leigh when she was the Sales Manager for our company. Leigh is a very competent as well as capable woman. She is always able to find a solution rather than say no. When she was moved to the Technology side of the house I continued to rely on her marketing and graphic design skills. As Sales Manager she supported the team and provided motivation and knowledge, as a marketer she had solid ideas and concepts, and as a technology professional, Leigh was always available to walk us through challenges, find solutions and when necessary stand up to the software company to get things fixed. Leigh is a valuable and multi-faceted asset that will be a huge benefit to any organization she joins.

Dorothy Wieder, Vice President QPS, Inc. - Bell, FL 352.542.0092 gowieder@aol.com

Leigh was my assistant. Her job entailed setting up the company computer (back then we used Lotus), being secretary, receptionist, accounts receivable, payroll and record keeping, filing, research, and scheduling production. She also helped in web design, publishing, and writing manuals. Leigh was trustworthy and punctual. I was comfortable leaving her in charge of managing our company when I would go out of town. She handled any task assigned to her professionally.

Anna Zambrana, Coldwell Banker - Kendall, FL 305.710.6790

Leigh is a GREAT marketer with vast knowledge in Social Media, IT, and Sales. She would be an asset to any company.

Obunmi "Bunmi" Ajibade, Director of Sales Training & Development, Clarole Growth Resources - Dallas, TX 214.878.0011

In my opinion, Leigh would be an asset in any job environment and it was a pleasure working with her. Any time I currently need assistance in web design or internet information she is my go-to person.

Melitza Lundungo, DSM New Avon, LLC. - Davie, FL 305.972.2505

I have known Leigh Trimaldi for approximately 10 years. She is always ready to volunteer and to be the creative mind behind some of the strategies that the business needed at the time. Leigh was also known as our Computer Guru. She will train and share her knowledge with the whole team. It was a pleasure working with her and I strongly recommend her to work for any organization. If you need to reach me, please feel free to do so.

Nancy Rivero, Educator - Kendall, FL 305.970.3739

I worked with Leigh Trimaldi for approximately six years, during which time she showed great leadership skills with her district's representatives and proven success by either continuously meeting or exceeding her Key Performance Indicators. As part of the team, Leigh always shared innovative ideas on growing the business in its many facets, as well as, using her expertise in social media and her excellent training capabilities to take the team as a whole to the next level of business in this age of advancing technologies. She gave of herself and her time to benefit others even when even at times there was not a direct benefit to her or her district's growth, as requested by our managing supervisor without hesitation.

Lacy Daniels, Property Manager - Bellingham, WA 360.485.8766 lacydaniels88@gmail.com

Leigh was my manager when we worked together at ARC Healthcare and is a leader with a vision who truly understands respect is earned regardless of the title given. She provided us with motivation, recruiting skills, social media, and strategic promotion as we worked together on the CHIRP Staffing project.