

Leigh Trimaldi
Skilled Marketing, IT and Training Professional

Offering over 15 years Marketing and Social Media experience. Ranks in the top 10% of social media networkers. Possesses a comprehensive knowledge of the metrics and analytics to track engagement for successful campaigns. Proven trainer with ability to communicate ideas on varied levels of comprehension. Grasps new concepts and materials quickly. Excels in presentation creation and skilled in graphic design. Effectively manages teams through leadership techniques.

EDUCATION

Shaw Academy – Dublin, Ireland – Social Media Certification
Compliance Solutions – Denver, CO – Emergency Management Planning
Rochville University – New York, NY – Business Administration & Marketing
Palm Beach State College – Lake Worth, FL - Music & Theatre Mgmt.

KEY ACCOMPLISHMENTS

- Marketing / Event Planning for Division events. Responsible for all aspects of event planning from securing venue to design of marketing materials and advertising to hosting events.
- Creation of packaging and marketing material for products marketed on a national level.
- Creation of comprehensive training presentations used nationally.
- Audited budgets identifying \$250,000+ in misallocated funds and managed reclassification.

EMPLOYMENT HISTORY

2/2022 – Present **Chief Marketing Officer** – ARC Healthcare, LLC

- Creation of Social Media Campaigns
- Creation of Marketing Strategies
- CRM Management / Administrator
- Sales Team Training
- Policies and Procedures
- Government and Commercial RFPs
- Social Asset Management
- Branding
- Events Selection and Presence
- Graphic Design
- Created / Managed Department Budgets
- Forecasting
- Company Leadership team

11/2020 - 2/2022 **Marketing and Social Media Manager** – Metro One Loss Prevention Services Group, Inc.

- Digital marketing – Web design, Social Media, e-Mail Marketing Campaigns
- Marketing Collateral
- Graphic Design
- Content Creator for Press Releases
- Master Administrator for CRM
- Provided Situational Reports for Potential Civil Unrest / Environmental Disasters for Internal and Client Use

ADDRESS:

West Palm Beach, FL

TELEPHONE:

561.385.4684

E-MAIL:

leigh.trimaldi@gmail.com

WEBSITE & PORTFOLIO:

leighmichele.net/resume

SOCIAL MEDIA:

Instagram: leighmichele
Twitter: leighmichele
Tumblr: leighmichele
Linkedin: leighmicheletrimaldi
Pinterest: leighmichele

KEY SKILLS

- Social Media Engagement
- Event Planning
- SEO/SEM Marketing
- Analytic Skills
- Copy & Creative Writing
- Public Speaking
- Graphic Design
- e-Commerce Solutions
- Contract Negotiation
- Team Building & Motivation
- Corporate Training
- Executive Admin Skills
- Accounting & Financial Skills
- Photography

TECHNICAL ABILITIES

- Photoshop / Illustrator
- Canva / GIMP
- Quickbooks Pro
- Peachtree Accounting
- J D Edwards
- Eden Software
- Concur
- Salesforce / Pipedrive
- HubSpot
- HootSuite
- Office
- Google Ads
- Google Analytics
- Facebook Advertising

03/2018 - Present **Marketing/ IT Manager** - American Cylinder Exchange (11/20 – Present Contract Basis)

- Managed a national sales team
- Digital marketing – Web design, Social Media, e-Mail Marketing Campaigns
- Marketing Collateral
- Graphic Design
- New employee on boarding and training
- Contract Negotiations
- IT Training & Support Nationally
- Master Administrator for CRM
- Master Administrator for Account Management Software

01/2017 – 02/2018 **Marketing Manager** – Law Offices of David P. Ginzberg, PA

- Created marketing plan for identifying areas of opportunity
- Improved Client and Referral Source Relations
- Event Planning and Management focused on highest ROI from events
- Focused on organic marketing campaigns utilizing Facebook Live chats and forums
- Facebook ad campaigns
- Web design and social media
- Office management
- Financial and Human Resource duties as required

04/2011 – 02/2017 **District Marketing Manager** Avon Products, Inc. / New Avon, LLC

- Trained and coached Representative teams, Managers and Peers on effective use of Social Media for Business Development
- Drove strong Field Events Strategies with high energy towards recruiting Representatives & Sales Leaders leveraging use of alliances, experts, partnerships and social media
- Created an engaged community of social networks globally crossing territory boundaries
- Increased active number of Representatives in the District
- Recruited Representatives by identifying people with aspirations, abilities and qualities to build a successful business or lead a team
- Training and development of Leaders and Top Selling Representatives through coaching and mentoring
- Conducted meetings and generated interest by influencing, motivating, encouraging and recognizing potential Leaders and Top Sellers

10/2005 – 05/2012 - **Finance & Marketing** – Dolling's Appliance

- Accounts Payable / Receivable
- Job Reconciliation / Billing
- Credit Card Reconciliation
- Month & Year End Close
- Bank Account Reconciliations
- Website Design and Social Media
- Marketing Strategies
- Graphic Design
- Administrative Functions
- Sales Tax Preparation

PROFESSIONAL REFERENCES

Dorothy Wieder, Vice President QPS, Inc. - Bell, FL 352.542.0092

Leigh was my assistant. Her job entailed setting up the company computer (back then we used Lotus), secretary, receptionist, accounts receivable, payroll and record keeping, filing, research and scheduling production. She also helped in web design, publishing, 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.

Judith Jacobs, Retired State of Florida, Dept of Children & Families Port St. Lucie, FL 772.201.6233

Leigh was an Avon District Manager and assisted my team with several major and successful events. Though she was assigned to another district she always was willing to help anyone, seeing the big picture rather than focusing on just what benefited her. She provided us with motivation, recruiting skills, social media and strategic promotion of our business growth.

Gail Seymour, MSA, President Gail Seymour Productions, Inc. Delray Beach, FL 561.499.0044

Leigh has helped me over the years with online marketing suggestions for my small business and has developed some computer forms that I needed. She has also become a personal friend. She is a multi-talented, creative individual.

Anna Zambrana, Real Estate 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 Ajibade, Owner / Coach & Trainer Clarole Empowerment 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 goto person.

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

I have known Leigh Trimaldi for approximately 8 years. She was always ready to volunteer and to be the creative mind behind some of the strategies that the business needed it 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 6 years, in which time she showed great leadership skills with her districts' 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.

Nicole Bensing, Owner - Kiss Me Forever Lips – Nashville, TN 704.777.1387

Leigh and I worked together as Corporate District Sales Managers. Her skills as a DSM far exceed the requirement for the role and her many achievements in that position were a reflection of just that. I would recommend Leigh for any management position she applied for.