

Wendy Bingham

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Profile

- ✧ High energy, self-starter, problem solver, strategic thinker, organizer
- ✧ Able to handle multiple projects, give attention to detail, and meet demanding deadlines
- ✧ Excellent communication, interpersonal, project, and time management skills
- ✧ Enjoys working directly with customers, clients, and colleagues
- ✧ Embraces technology to provide efficient and effective workplace solutions
- ✧ Thinks quantitatively about business and marketing issues, translating statistics into practical business applications

Work History:

VP Marketing & Technology – Academic Innovations: September 2001 – Present

Academic Innovations, Santa Barbara, CA, publisher of textbooks for secondary schools

(www.academicinnovations.com)

- Develop and implement marketing plans to maximize the company's sales effectiveness
- Certified trainer for workshops and conferences since 2004
- Coordinate and occasionally staff exhibit booths at state and national education conventions
- Responsible for the various marketing efforts of the company (e.g., direct mail, blast faxes, email campaigns, and telemarketing)
- Help project teams reach business goals by mentoring and managing sales staff and consultants
- Follow up with key clients by phone, mail, fax, and e-mail
- Plan, develop, and use various databases and decision support systems to extract data for execution of marketing campaigns and sales analysis by the President
- Manage and coordinate the consultants responsible for the company's three web sites
- Make presentations at state and local workshops regarding the technology components of the company's curriculum
- Manage the workflow for the production of marketing materials

Marketing Coordinator – McGraw-Hill – EPD: February 2001 – September 2001

- Assisting the VP of Marketing & Sales
- Coordinating the sales events and promotions
- Development of the database

Self-employed – GoldMine Consultant: December 1997 – January 2001

Services include:

- Company-wide sales and marketing evaluation
- GoldMine software customization & implementations
- Customized staff training on GoldMine
- Workshop leader for various computer training companies

Certification includes,

- GoldMine 5.0, 4.0 & 3.2
- Goldmine Technician
- Goldmine Certified Trainer
- GoldSync Certified

Technical Support Associate – Academic Innovations: May 1996 – December 1997

- Customer training and support
- Marketing project management
- Marketing and sales assistant
- Certified *Career Choices* workshop leader
 - *Career Choices* is a nationally acclaimed interdisciplinary curriculum used in over 3,800 secondary schools.

Education:

University of Southern California: May 1996

Bachelor of Science in Business Administration, Entrepreneur Program

- Awarded "*Order of Troy*" at graduation - for outstanding scholarship, service and leadership
- Recognized by the Entrepreneurial Program as one of the "Top 10 Business Plans" 1996
- Sigma Kappa Sorority President; 1993-94
- Senior Resident Advisor, Flour Tower, 1995-96; Supervised 9 advisors

Choate Rosemary Hall, Connecticut: High School Diploma, June 1992

- Awarded outstanding female athlete in 1989 and 1990

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Computer Skills:

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|------------------------|-----------------------|-------------------|
| ◇ GoldMine | ◇ Microsoft Publisher | ◇ Zetafax |
| ◇ ACT | ◇ Microsoft Project | ◇ ACCPAC |
| ◇ QuickBooks | ◇ Visio | ◇ Adobe Photoshop |
| ◇ Microsoft Word | ◇ Homesite | |
| ◇ Microsoft Excel | ◇ Zetafax | |
| ◇ Microsoft PowerPoint | ◇ NetObjects Fusion | |

Professional Certificates & Seminars Attended:

- ◇ **CA Licensed Real Estate Salesperson** – Licensed in March 2004,
 - ◇ Certified Buyer Representative - Designation – October 2004
- ◇ **Level 1, 2 and 3 of Net Objects Fusion 5.0** – Arcadia, CA, October 2000
- ◇ **Train the Trainer Certification: Goldmine Sales & Marketing** – Pacific Palisades, CA, August 2000
- ◇ **GoldSync Certification: Goldmine 4.0** – Los Angeles, CA, June 1999
- ◇ **Train the Trainer Certification: Goldmine for Windows 95 – 3.2** – Northridge, CA, February 1998
- ◇ **Goldmine System Administrator Course** – Los Angeles, CA, February 1998
- ◇ **Advanced Goldmine Class** – Anaheim, CA, January 1998
- ◇ **Grantsmanship Training Program** - Grantsmanship Center, Los Angeles, CA, May 1997