

# Wendy Bingham

## 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 & Sales** – Academic Innovations: September 2001 – Present

Academic Innovations, Santa Barbara, CA, publisher of textbooks for secondary schools  
([www.academicinnovations.com](http://www.academicinnovations.com))

- Develop and implement marketing plans to maximize the company's sales effectiveness
- 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

### **Real Estate Agent** – The Real Estate Consultant: March 2004 - Present

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

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

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

Services include:

- 4 Company-wide sales and marketing evaluation
- 4 GoldMine software customization & implementations
- 4 Customized staff training on GoldMine
- 4 Workshop leader for various computer training companies
- 4 Certification in a variety of areas

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

- 4 Customer training and support
- 4 Marketing project management
- 4 Marketing and sales assistant
- 4 Certified *Career Choices* workshop leader
- 4 *Career Choices* is a nationally acclaimed interdisciplinary curriculum used in over 4,300 secondary schools.

**Education:**

*University of Southern California: May 1996*

Bachelor of Science in Business Administration, Entrepreneur Program

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

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

- 4 Awarded outstanding female athlete in 1989 and 1990

**Computer Skills:**

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

**Professional Certificates & Seminars Attended:**

- ☪ **National Speakers Association** – Accepted in January 2008
- ☪ **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

**Recent Volunteer/Part-time Activities:**

Board Member of Girls Inc. of Los Angeles 2005-2006

Board President – Serving over 4500 girls over Los Angeles County

Junior League of Los Angeles: 1999 – 2007, Sustainer 2007 – Present

Turning Point Volunteer – Transitional housing facility – 2006 – 2007

Community Placement on the Girls Inc. of LA Board of Directors – 2005 - 2006

Done In A Day Co-Chair – 2004 - 2005

Women's Empowerment Program/Chrysalis Project Co-Chair – 2003 – 2004

Women's Empowerment Program/Chrysalis Project Volunteer – 2002 – 2003

Junior League of Los Angeles Website Manager – 2001 – 2002

Assistant to the President (Non-voting Board Member) – 2000 – 2001

Santa Monica Women's Softball League: 1999 – Present

Manager & Coach – 2003 – Present

Player – 1999 - Present

8 Minute Dating Host – 2003 – 2004

Coordinated, marketed and hosted events for singles in the West L.A. Region

An Income of Her Own: 1996 – 2000

National program encouraging economic empowerment and entrepreneurship in adolescent girls

Bobby Sox's head softball coach: Spring 1996, 1997, and 1999

**References upon request**