

AMANDA GRANT

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QUALIFICATIONS PROFILE

- I am a highly driven Professional with over 24 years experience in High-Tech corporations working on strategic planning and execution of product, sales and marketing assignments.
- My experience includes product and market evaluations, sales and marketing programs; global marketing campaigns, branding, tradeshows and events.
- My strengths include excellent project management and process development, strong consensus-building skills and the ability to partner with cross-functional teams, agencies and consultants.
- I have particularly strong abilities for working on projects with complex organizational elements: managing projects that cross multiple locations, disciplines, and levels.
- I have exceptional communication and interpersonal skills that create positive and productive relationships.
- I'm a strong leader and results-driven.
- Certification in Marketing Communications – San Jose State University Extension, California
- Undergraduate Coursework - University of California, Santa Cruz Extension; Cabrillo College, Aptos, CA

PROFESSIONAL EXPERIENCE

ActionGranted – Soquel, CA

July 2005 – to present

www.ActionGranted.com

Project Consultant

The goal at ActionGranted is to provide quality project management services to results driven organizations. I specialize in product, sales and marketing related assignments. Now in its fourth year of business combined with 24 years experience, ActionGranted has built a network of professional resources to meet client needs.

Seagate Technology – Scotts Valley, CA

October 1999 to July 2005

According to Forbes in 2006, Seagate was the biggest and most efficient stand-alone hard-drive maker in the world.

Global Branding Marketing Communications Manager

Overall responsibility for project management and execution of projects for the corporate brand.

- Strategic positioning and alignment (B2B to B2C)
- Global market research, assessment and performance reports
- Training programs for internal constituents, OEM and channel partners, and external agencies
- Brand management tools: online asset management portal, style guides, message maps, logo and trademark guides, research reports, videos, image libraries, positioning and architecture presentations, SWOT analysis and competitive assessments, online training
- Budget planning and management (over \$12 million)
- Executive communication and alignment (Brand Councils)
- Agency search and relationship management
- Product, Service and Technology naming nomenclature
- Helped develop branding strategies, manage the integration of brand messages into marketing campaigns and facilitated brand training programs

Marketing Communications Manager

Global B2B and B2C marketing campaigns in high-tech and consumer electronic markets

- Partner Acquisition
- Awareness – brand, product, services, program
- OEM Co-Marketing – HP, Intel, Dell, Gateway

Seagate experience continued on next page...

Seagate experience continued...

Tradeshaw and Event Manager

- High-Tech B2B and B2C
- Alliance partners and channel
- Internal corporate and customer
- Sales and Marketing trainings and incentives

ACM Events – Scotts Valley, CA

1995 to 1999

Independent Meeting Planner

- Conferences: 600-2500 attendees, 5-7 days
- Tradeshows: Comdex/Fall/Spring, Software Development, Windows Solutions, NAB and others
- Worldwide Satellite Broadcast: live production, six countries, multiple down-link sites
- Seminar Series: small and large series, 6-35 cities, 100-300 attendees
- Holiday Parties: 300-600 guests, food, beverage, decor, live music and entertainment
- Sales Meetings: 80-350 attendees, 3-6 days
- Incentive Trips: 100-250 attendees, 5-7 days
- Technical Trainings: 25-5- attendees, 3-5 days
- Customer Events: 10-100 guests, teambuilding and entertainment

Borland International – Scotts Valley, CA

1985 to 1995

Founded in 1983, Borland provides programming and database tools.

Manager, Sales Communications and Operations (1991-1995)

Planned and implemented all national sales and marketing customer and internal events. Responsible for departmental communication and operation processes.

- Established communication vehicles that provided consistent, reliable information to sales
- Developed a sales meeting and training program implemented each year
- Direct Reports 7, Indirect Field Reports 13

Manager, Sales Administration (1985-1991)

Introduced centralized administration to a rapidly growing sales department. Planned annual sales meetings and incentive club trips. Established national procedures for budgeting, planning and executing customer marketing events.

TECHNICAL BACKGROUND

Proficient in MS XP, MS PowerPoint, MS Word, MS Excel, MS Outlook, Adobe Photoshop, Adobe Acrobat, Adobe Reader, Visio and others. I've been on a computer every day for over 26 years. I can learn any application easily.

REFERENCE

Action = the process or state of acting or doing

Granted = to consent to the fulfillment of

ActionGranted is about results and that's who I am!

References Available on www.ActionGranted.com:

Hans Ullmark, Collaborate (advertising agency)

Jenifer Salzwedel, Plantronics Inc. (headsets, unified communications)

Kami Schuneman, Sun Microsystems (computer hardware and software)

Teresa King, Seagate Technology (hard drives)

LinkedIn Recommendations: <http://www.linkedin.com/in/actiongranted>