
WORK EXPERIENCE

Marketing Consultant

Ann Arbor, MI

Quist Communications, LLC

2013-Present / *Clients

Sales & Business Development

* *Mandy and Pandys, LLC* - www.mandyandpandy.co

Website Design & Build, Online Audio

fun and easy way for kids to learn Chinese

Internet Marketing: Email, Social Media

* *Kings Time Printing* - www.kingstimeprinting.com

Writing, Editing, Publishing Services, Print

US Sales Agent, Chinese Book Manufacturer

Public Speaking, Singer-Songwriter, Voice Work

* *Ann Arbor Shoe Repair* - a2shoerepair.com

- Designed and built websites for all Quist Communications clients listed above.
- Sold new Mandy and Pandys Activity Book to first public school system customer, pilot curriculum book for elementary classes.
- Refocused Mandy AB audio learning component from CD to online audio saving \$1.00 / book unit cost.
- Built www.mandyandpandy.co website, fast and on a budget (1/3 "budgeted" cost), due to marketing priority changes.

Marketing Manager

Ann Arbor, MI

The Original Cottage Inn / The Quarter Bistro

2015-2016

- Initiated and completed co-branding initiative for The Quarter Bistro and The Original Cottage Inn.
- Doubled exposure for two unique restaurants with same owner. No ad budget increase.
- Managed print, email, social media, websites (Wordpress) for Quarter Bistro and Original Cottage Inn.
- Gained 20-24% open rate with and aligned email activities for two restaurants with "Fishbowl" pgm.
- Coordinated affiliate marketing effort for Original with Michigan Theater, sample food tasting and email sign-up.

Client Advisor / BDC Internet Sales

Ann Arbor, MI

Suburban Collection – BMW & Chevy/Cadillac

2014-2015

BMW Sales / Online Chevy Cadillac sales follow-up and support using Wilson Technologies CRM management software.

Executive Director

Dexter, MI

Dexter Area Chamber of Commerce

2013

- Organized joint golf outing fund-raiser for over 100 people with Chelsea Area Chamber of Commerce.
- Built schedule of events to increase Chamber of Commerce relevance Membership inc. 21% in 5 mos.
- Hosted "Pure Michigan" Director at Chamber breakfast presentation. Dexter subsequently featured in regional ad campaign.

Contract Flight Attendant

Willow Run Airport, MI

USA Jet / Active Aero Group

2010-2012

Position held concurrent with Educational Foundation of Dexter

Provided service, safety compliance and security on Charter Flights for NCAA Sports Teams, Ford Executives, and entertainment clients, Bruce Springsteen crew. Passenger service discontinued. Now cargo only.

Development Consultant / Grants Chair

Dexter, MI

Educational Foundation of Dexter

2007-2012

- Repositioned Educational Foundation of Dexter (EFD) annual silent auction fundraiser from outside the school district to a local venue. Revenue increased 50%. (More on www.quistcommunications.com.)
- Initiated move to WordPress website. Trained board members to help maintain site. Managed print, email, social media.
- Created student intern program. Students gained valuable work experience by contributing creative services: writing, photography, website design, fine art for annual silent auction, etc.
- Established Dexterity Honor Roll. Parents recognized exceptional staff by donating in their honor, 10% increase in donations.

US Sales Agent / Co-Owner

Ann Arbor, MI / Hong Kong & Shenzhen, China

Kings Time Printing Press – Four Color Book Manufacturer

1994-2009

- Established U.S. market presence for Chinese book printer Kings Time, inc. \$900,000, '05-'08 (debt-free).
- Website project manager Kings Time Printing 2008 and 2016. Guided design, content organization.
- Increased sales 200% '04-'05, photo album / journal product line designed with Border's Group buyer.

Manufacturer Sales Representative

Ann Arbor, MI

Sheridan Books

1994-2003

Position held concurrent with Kings Time Printing Press

- Initiated Process Flow work sessions with key individuals at client Gale (now Cengage Learning) to address mutual frustration over long / unreliable schedules during peak season.
- Sales Result-Gale: 35% shorter schedules and 235% sales increase, \$678K to \$1.6Million.
- Other Client Partnerships: University of Michigan Press, American Concrete Institute, Michigan State Univ. Press

RECOGNITION / OTHER

- Marketing Award of Excellence from International Paper for series of educational seminars given to graphic designers in the Midwest territory. Increased sales, developed distributor relationships.
- Salesperson of the Year, Strathmore Paper Company, division of International Paper.
- Interim Director Alpha House Silent Auction 2013 – Coordinated efforts for major fundraising event, Shelter for Families
- Musical performance at philanthropic events with my band, The Evidence & others ([bernadette-quist/"half-empty" recording](#)).

TECHNICAL EXPERTISE

Proficient: MS Office. Expert: Word, Excel, Google Docs, Google Drive, Gmail, Facebook, Weebly, Canva.

Other: WordPress, CRM database; email programs, Constant Contact, Fishbowl. Both PC and Mac proficient.

EDUCATION

Western Michigan University / Kalamazoo, MI

BBA Marketing and Communications / Honors College, Cum Laude

Washtenaw Community College

Internet Technology (Dreamweaver, Coding) / Music Sequencing