

TRISHA LYN FAWVER

774 Midway Ave., San Leandro, CA 94577
(510) 318-1220 trisha.fawver@gmail.com

SUMMARY OF QUALIFICATIONS

- ★ Excellent communication and collaboration skills.
- ★ Outstanding organizational, problem-solving and interpersonal skills.
- ★ Ability to adapt to changing situations and learn quickly while maintaining productivity.
- ★ Extremely efficient in streamlining processes and managing multiple tasks at once.
- ★ Creative, personable and friendly.

PROFESSIONAL EXPERIENCE

Director Affiliate Program Management

April 2009 to January 2010

Paulson Management Group, Inc., Boulder, CO

- ◆ Managed affiliate marketing relationships between publishers and merchant clients.
- ◆ Worked with top brands like TheFlip, My Jewelry Box, BeHome 24/7, and Connect America.
- ◆ Managed day-to-day operations of affiliate programs, including application review, creative requests, etc.
- ◆ Structured goals and affiliate outreach in motivating for activity.
- ◆ Participated in Social Media to create brand awareness for clients and firm.
- ◆ Attended events and conferences representing clients and recruiting affiliates.
- ◆ Worked with professional tools such as BrandVerity and Syntryx to monitor affiliate paid search activity and generate recruitment lists.

Director of Affiliate Marketing

September 2008 to April 2009

New Edge Media, Dallas, TX

- ◆ Managed Affiliate Marketing relationships for clients.
- ◆ Helped structure service offerings for firm across all affiliate marketing potential clients.
- ◆ Managed day-to-day operations, including application review, creative requests, and follow up.
- ◆ Participated in Social Media to create brand awareness for clients and firm.
- ◆ Structured strategy for affiliate programs at a high level, including competitive analysis.
- ◆ Attended events and conferences as an ambassador for clients and to further learning.

Assistant Marketing Manager

January 2004 to September 2008

PsPrint, LLC, Oakland, CA

- ◆ Began as Customer Service Agent. Promoted to Assistant Customer Service Manager in December 2004. Promoted to Assistant Marketing Manager in July 2006.
- ◆ Handled high volume of customer calls, emails, and live chats.
- ◆ Resolved customer product and service complaints in an efficient and professional manner.
- ◆ Managed staff of 10 customer service agents, including project distribution and time management
- ◆ Reorganized and managed entire mailing services operation, including vendor relations and account management.
- ◆ Reorganized and streamlined affiliate and reseller programs, managing day-to-day operations and higher level structuring.
- ◆ Development of customer service manual and updating of procedures for department operations.

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EDUCATION

- Bachelor of Arts in Theatre Arts Writing, Humboldt State University, Arcata, CA May 2003

TECHNICAL SKILLS

- ✓ Fluent knowledge of current Microsoft Office Suite, Publisher, Money, Wordpress 2.8, Open Office, and Avery Design Pro and Design Pro Media Edition.
- ✓ Proficient with Photoshop CS2, ImageReady CS2, GoLive CS2, Dreamweaver MX, and Hyper Text Markup Language, DomainTools, Google AdSense, Google Analytics and Webmaster Tools.
- ✓ Efficient and experienced webmaster skills, designing and maintaining several websites at once.
- ✓ Knowledgeable across multiple social media networks and web 2.0 websites and applications.
- ✓ Type 85 wpm; 10-key by touch

REFERENCES

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