

ALISHA H. SLAUGHTER

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PROFESSIONAL GOAL

To work as a marketing consultant to assist with product launches, develop sales tools and promotions and plan events.

APPLICABLE SKILLS OVERVIEW

- 6 years marketing experience with various types of companies, industries and clients.
- Channel management of OEM relationships, new product and brand launches, sales promotions and events.
- Copywriting expertise with marketing bulletins, newsletters, website copy, direct mail, print advertisements, radio and press releases.
- Mac and PC literate. Proficiency with Microsoft Office, PowerPoint, Quark, Dreamweaver and various email programs. Working knowledge of Adobe Photoshop, Illustrator, Microsoft Access and HTML.

EXPERIENCE

Plantronics, Inc., Santa Cruz, CA • Provided Headset to Neil Armstrong for 1st Walk on the Moon

04/04-11/06 *Sr. Channel Marketing Specialist*

- Marketing contact for biggest OEM telephony partner to collaborate and launch new products and develop sales tools. Managed and developed website to promote OEM product to end users and channel partners.
- Managed Dealer and Distributor Programs. Created programs to increase sales of target products in the channel to support sales goals. Programs consistently garnered excellent participation and feedback. One program resulted in the largest point-of-sale month for a particular partner resulting in positive feedback communicated to the CEO.
- Managed Plantronics re-branding efforts in the channel. Communicated new logo availability and created programs to leverage national advertising campaign including email campaigns, direct mail campaigns, and print advertising. Obtained 92% channel participation.
- Successfully managed monthly channel communications. Developed topics and schedules for consistent and relevant monthly email communications to support product launches and sales goals. Ensured that communications were developed within the standards for industry best practices. Most all emails met or exceeded industry standards for open and click through rates.
- Developed monthly channel Web training program using WebEx. Largest attendance grew to almost 300 partners.

Indian Motorcycle Corporation, Gilroy, CA • First American Made Motorcycle Est. 1901

06/02-08/03 *Marketing Specialist*

- Project management of cross promotions (Coca-Cola, Warner Bros./Terminator 3, Durango Boot), corporate advertising, and event planning of company's presence at various motorcycle rallies and coordination of 2003 and 2004 press and dealer meetings.
- Created consumer communications including Newsletters and Direct Mail pieces and managed the company website to ensure it contained the most up-to-date news and information.
- Supervised dealer cooperative advertising accounts. Successfully established a system to track and measure dealers advertising, spending and the use of company's co-op materials.
- Managed media presence. Responded to inquiries, coordinated editorial interviews, compiled and distributed quarterly press clippings and supervised onsite filming for various television shows such as American Thunder (Speed Channel).
- Hired and oversaw two Marketing Assistants.

San Jose City Council, Office of Chuck Reed, District 4, San Jose, CA • Third Largest City in California
10/01-06/02 *Journalism/Media Intern*

- Managed media relations for the Councilmember through articles, press releases and mailers.
- Designed advertising and promotions for events through invitations, posters and advertisements.
- Led team of 5 to plan and promote first annual CommUnity Resource Fair. Event served as a platform to educate the Vietnamese population about city services. (Attendance 8,000)

DETAILS, Fairchild Publishing, Inc., New York, NY • Successful Men's Fashion Magazine
Summer 2001 *Intern to Marketing and Creative Services Department*

- Helped to develop marketing presentation and materials for 2001 national sales meeting.
- Analyzed and compiled sales reference sheets from customized and syndicated subscriber studies.
- Created marketing presentations to promote advertising and sponsorship opportunities with the magazine and special events.

Hutton-Sherer Advertising, Marketing and Design, Soquel, CA • Local Boutique Advertising Agency
2000-2001 *Project Coordinator*

- Assisted with the planning and execution of promotional campaigns, media planning, and events for a variety of local small businesses.
- Copywriting, editing and proofing.

EDUCATION

San Jose State University, San Jose, CA
B.A., Advertising, May 2002
Minor: Marketing