

Deborah L. Sellers

PROFILE: Creative and flexible operations manager with experience in high-tech, multi-functional, service-oriented environments. Interpreted client requests and coordinated solutions. Developed online training programs and supporting documents. Maintained program web site through administrative interface. Demonstrated ability to team with a wide variety of professionals, consultants and technical support personnel or work independently. Excellent written and verbal communication skills.

SKILLSETS

- Project Initiation
- Program/Project Management
- Training and supporting documentation
- Comfort, Competence in Technical Environment
- Marketing Strategy, Analysis, Communication

ACHIEVEMENTS

Project Initiation

- Conceptualized, created and developed processes and support materials for program launch.
- Guided clients through web site and collateral materials customization and design process. Utilized complex online administrative sites.
- Set up and maintained client data in web-based systems.

Program/Project Management

- Served as primary point of contact, representing client's needs during design and development of new or enhanced products. Tracked and resolved complaints and problems.
- Responsible for client-specific projects, including preparation of Statements of Work and coordination of internal and external resources.
- Responsible for timely delivery of account level reporting.
- Participated in on-going testing, revision and functional design of web site support systems.
- Tracked budgets and prepared invoices.
- Designed, prepared and presented executive summaries.
- Developed and maintained positive, cooperative relationships with clients and support staff across the US and Canada.

Training and Supporting Documentation

- Conceptualized, formatted and wrote management and sales manual, administrative system training manuals, and self-guided web site tour.
- Integrated product and industry updates with performance guidelines in program newsletters to field representatives.
- Developed web-based client training on program process and system administration.
- Designed and coordinated initial and on-going training requirements for national field rep force.
- Planned and coordinated multi-session, nationwide in-person product training sessions for field reps of major national clients.

Comfort, Competence in Technical Environment

- Fluent in standard and custom software applications, including database set-up and maintenance.
- Experienced in complex web-based applications.

Marketing Strategy and Analysis/Communication

- Conceived and wrote initial marketing materials and supporting documentation for client re-selling efforts. Provided on-going and ad hoc support materials and information.
- Assisted in design and data compilation for ROI survey of target personnel to gauge product retail presence and field rep support in home products marketplace. Analyzed and interpreted comments and reports from field reps to develop marketing strategy
- Participated as program representative at industry conferences to inform and recruit members.

EXPERIENCE

Office Manager, Collis Townsend & Associates, Kennett Square PA January 2003 to present
Agent representing member community foundations in nationwide donor-advised fund program

- Responsible for office set-up and on-going requirements, including purchase of office furnishings and hardware and implementation of systems and services.
- Guided 60 participating community foundations through complex, multi-tiered enrollment process
- Coordinated distribution of program materials and updates.
- Served as primary contact for all program issues, including trouble-shooting for three web sites.
- Defined, devised and presented online training sessions.
- Conceptualized and wrote highly detailed program manual; managed final product through printing process and distribution.
- Compiled and imported information from multiple sources into single database.

Senior Account Executive, Epotec, Inc., Wilmington DE April 1999 to November 2002
A Web-based provider of behavioral health content

- Successfully launched over 30 accounts, partnering with regional and multi-million dollar industry leaders.
- Bridged communication gap between client and technical resources with versatile and creative approaches to training and management.
- Coordinated and managed account renewal and sales processes including preparation of proposals, cost/benefit analyses, and contracts.

Account Executive, TMG Solutions, Inc., Wilmington DE 1997 to 1999
A field marketing company

- Initiated and managed short and long-term field marketing strategies for national retail campaigns of major corporations.
- Developed scripts for field rep hiring process and on-going training and support materials.
- Coordinated delivery of materials with third party vendor.
- Prepared and presented reports and strategic marketing analyses.
- Managed on-site administrative staff and national field rep force of 600.

Administrative Assistant, TMG, Inc., Wilmington DE 1996 to 1997

Executive Assistant, Placers, Wilmington DE July to December 1995
Exclusive assignment to Zeneca Corporation

Township Secretary, Pocopson Township, Pocopson PA 1985 to 1994

- Responsible for daily management and administration of Township government
- Identified issues, gathered and analyzed information for review and action by Board of supervisors and resolved issues not requiring Board approval
- Coordinated review processes with local, state and federal agencies
- Maintained official records and ensured that legal requirements for advertising, bids and contracts were met
- Initiated, wrote and produced bi-annual newsletter
- Initiated and responsible for annual updates of Township Subdivision and Zoning Ordinances
- Coordinated several major projects including building construction bidding and Township-wide 911 re-addressing

EDUCATION

B.S. Education, English concentration, Miami University, Oxford OH