

# Darla E. Lippe

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1401 Lyndale Drive

Charleston, WV 25314

## Objective Summary:

Highly-motivated, dedicated, and ambitious professional with a broad background in marketing, advertising and public relations. Exceptional organizational and time management skills with attention to detail.

## Experience:

### *May 2009- Dec. 2009 Traffic Manager - Assistant Account Manager*

The Manahan Group

George Manahan, CEO Ph. 304.343.2800

222 Capitol Street

Charleston, WV 25301

I have been recently laid off because of lack of work and the loss of a very large client.

- Responsible for managing the flow of work from business teams to creative and production departments and vendors.
- Duties include monitoring workloads, creating project schedules, maintaining job files, tracking and monitoring progress, routing projects and conducting traffic meetings.
- Oversees process and marketing jobs to ensure timely implementation of projects and ensure projects are developed within budgetary requirements designed to achieve business goals.
- Planning and execution of the marketing activities, public relations / branding events which support business goals of the company and comply with all contractual obligations to partners.

*2006 – 2009*

### *Advertising and Marketing Coordinator*

Innovative Mattress Solutions (Mattress Warehouse)

Traci Markham, Advertising/Marketing VP Ph: 304.586.2863

2982 Winfield Road, Winfield, WV 25213

- Responsible for performing a variety of administrative, supervisory and technical work to plan, develop direct, and coordinate the strategic marketing and advertising of the company's products and/or services to increase the effectiveness and overall performance of the program..
- Ensure accuracy of content within all marketing communications materials.
- Event Execution
  - Planning
  - Event Execution Management
  - Working with Visual merchandising/pop, etc
  - District Specific Modification/collaboration with corporate

- Event recon/post analysis
- Maintain parameters for budgets and approved project spending.
- Develop new creative ideas, concepts and approaches to the creative element of all methods of communication.
- Assist in the daily execution, planning and placement of advertising products. Meet, support and encourage the corporate directives and strategic plans.

**2005 – 2006      *Marketing Coordinator – Sales Assistant***

WNEM TV5 / AM 1250 / MY5

Carl Prutting, GSM, Ph: 989.758.2158

107 N. Franklin St., Saginaw, Michigan 48601

- Provide administrative support and other necessary support/service duties for the general sales manager, other managers in sales department, HR and engineering
- Creating presentation, assisting with proposals and reports
- Client relations
- Sales
- Coordinating social, business events and meetings
- Tracking and completing expense accounts
  - Coordinating flow of business in Sales Department

**1997 – 2005      *Office Manager – Administrative Wizard***

The Barckholtz Group, Advertising, Marketing & Communications

Melinda Shriner, VP, 989.791.0050

909 S. Michigan Ave., Saginaw, Michigan 48602

- Manage and organize daily office activities of an advertising and marketing firm
- In charge of A/R, A/P, payroll and daily financial reports
- Buying media for clients and monitoring television news reports
- Research
- Maintain client relations

**Education:**

Delta College, University Center, Michigan

Attending part-time with majority of my classes in marketing & business related classes

Middlesex County College, Edison, New Jersey

Business Management

**Volunteer experience:**

2006-present      West Virginia Chapter of the Public Relations Society of America  
Charleston, WV

2001-2006      White Pine Chapter of Public Relations Society of America  
Saginaw, Michigan

Position: Chapter Administrator

- Member of the Year – 2005
- Maintain membership & non-member database
- Help organize monthly meetings & seminars