

CHRISTINE H. GEORGES

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A highly successful and motivated professional with expertise in delivering strong management skills in research, community outreach, planning, forecasting, budget development, project management, strategies in business development to support and improve overall operations and offer top notch customer service.

CORE COMPETENCIES

Business Development	Strategic Planning Abilities	Marketing Methodologies
Human Resources Skills	Tenacious Follow-up	Trade Show Management
Customer Relations Excellence	Product Planning	Product Life Cycle
Budgets & Forecasting Management	Project Management	Quantitative Skills
Research & Trend Analysis	Effective Negotiator	Analytical Skills

PROFESSIONAL SUMMARY

- Exemplary written and oral communication skills; effective negotiator and mediator
- Able to handle multiple projects simultaneously within deadline-oriented environment
- Proven track record in developing and implementing processes that remarkably increase both efficiency and productivity
- Adept at organizing teams of people to focus on goals and complete tasks in a timely manner

TEAM DEVELOPMENT

- Results oriented in Human Resources that includes but is not limited to: benefits, compensation, employment law, employee relations, on-boarding, payroll, policy & procedures, recruitment, safety, supervision & training
- Human Resources duties: administration, employee service, employee counseling, training, budgets
- Effectively balance employee needs with company policy
- Provide on-the-job training and attentive supervision to associates, which resulted in associates' success as empowered team members
- Train employees in diverse facets of industry, including sales, marketing, customer service, technical support; developed training materials and training guide
- Executing Human Resources best practices to align the objectives of the organization while maximizing employee potential by fostering a positive work environment that promotes employee morale by developing interpersonal relationships within all levels of the organization
- Keep current with employment law and HR regulations to ensure regulatory compliance
- Identifying vacancies, post open job; screen, interview, and match applicant with open positions, background and reference checks, extend offer and employee on-boarding
- Compiled and analyzed reports and served as the liaison with executive management
- Planned and organized the promotion and trade show management
- Developed, analyzed, and projected budget for operating expenditures; budget variances and initiated appropriate guidelines to control expenditures for trade show

CUSTOMER RELATIONS

- Demonstrate customer service excellence, business acumen, and strategic planning ability
- Armed with solid communication and interpersonal skills to establish and maintained lucrative relationships with key clientele
- Managed advertising agency relationships, media buys, and advertising layouts
- Redesigned and implemented efficient logistics, improve supply chain productivity, production scheduling, transportation and distribution while supporting key objectives and maximize customer service
- Initiated Operations Manual for Customer Relations and Warehouse
- Developed and trained new Customer Relations department
- Handled all customer and end-user complaints
- Coordinated with outside consultant to implement EDI for Wal*Mart & Target
- Negotiated rates with Carriers to increase profit margins while minimizing product loss

MARKETING AND SALES

- Coordinated Marketing Analysis and Business Development Opportunities from Retail Sales and Distribution (RSD) to Original Equipment Manufacturing (OEM) for product line consists of 250 sku's
- Led marketing strategy analysis for consumer electronics; PDAs, digital cameras, and traditional cameras
- Conducted analysis through identifying consumers' current and future needs; Identify trends and current position through analyzing geographical data on an international level
- Provided analysis of competitors pricing, profitability and conduct feasibility studies; compiled and analyzed sales statistics to establish price objectives for product sales
- Developed, analyzed and projected budget for operating expenditures; analyzed budget variances and initiated appropriate guidelines to control expenditures
- Planned, assembled, and managed product planning, sales forecasting, pricing, marketing plans, market & product research, budgets, advertising/media, and trade show & promotion events
- Defined new product opportunities on current lines and through market analysis to determine level of support, brand implications and resource requirements
- Designed, developed and produced successful press materials and marketing materials for corporate, commercial and consumer clientele
- Facilitated the definition of project scopes, goals, tasks and resource requirements; resolved and assisted in the resolution of conflicts within and between projects or functional groups; developed methods to monitor project progress and provided corrective action if necessary
- Management of projects with extensive influence and effective partnerships with internal functions; marketing, sales, finance, global supply chain, package & brand design, R&D, quality to meet revenue, volume, growth, productivity, quality goals and priorities within the business system

EDUCATION

NOVA SOUTHEASTERN UNIVERSITY, Fort Lauderdale, FL

- Graduated cum laude with a Bachelor of Science Degree in Business Administration
- Completed dual minors in International Business and Latin American & Caribbean Studies
- Attended abroad program in Central America and Southern Mexico to obtain second minor
- Certification for completion of Crystal Reports 8.0 training to advanced course

WORK EXPERIENCE

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| ▪ MACY'S, Sales Manager – Special Sizes, Juniors, Infants, Boys, Girls, Intimates, Dresses | Apr 2016 - Present ^{May 2017} |
| ▪ MACY'S, HR Department – Executive Offices | Nov 2013 - Present |
| ▪ CHILDREN'S SERVICES COUNCIL, Temp via Workforce Solutions | Nov 2012 – Sep 2013 |
| ▪ RE/MAX REALTY PLUS, Realtor | Nov 2005 – Mar 2012 |
| ▪ CITY OF WILTON MANORS, Community Services Tech | Jul 2003 – Aug 2005 |
| ▪ CONCORD CAMERA CORP, Marketing Manager | Jan 1999 – Jun 2003 |