



# Christy A. Gannon

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## Professional Experience

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INKNOWVISION | Denver, Colorado

**V.P. Projects and Marketing** | June 2006 – July 2008

- Produced \$200K in revenue by designing and managing several marketing campaigns.
- Brought in over \$400K in new business by positioning the company as a premier consulting firm through a weekly newsletter sent to 10,000 clients; administration of all webinars for training, sales, recruiting and programs; and creation of a pull marketing program.
- Managed teams of people to assure quality and on-time/on-budget project completions.
- Championed customer communication and retention initiatives to include idea creation, marketing campaign development, implementation, analysis, and reporting.
- Administered technical platforms including list serves, company website, blog, Goldmine database, and email.

NATIONAL CHARITABLE INITIATIVE | Denver, Colorado

**Operations Manager** | July 2005 – February 2007

- Designed and enhanced set of marketing tools to proactively support the sales team's efforts to drive revenue within the existing customer base.
- Supported and developed inbound and outbound scripting, training, direct mail creation, and web and email strategy development for retention initiatives.
- Organized webinars through Webex for upwards of 30 people resulting in new business.
- Produced an annual revenue stream of \$68K by implementing procedures and training staff in the use of the Goldmine database.
- Created protocols for cross-functional teams to work together in order to accurately run reports based on work productivity.

METALWEST | Henderson, Colorado

**Inside Sales** | April 2005 – July 2005

- Created procedural outline for order entry and trained new employees resulting in reduced entry errors.
- Saved the company \$50K+ per year by detailing the entire customer database and fixing pricing errors.
- Worked with the shipping department to maintain on-time delivery goals increasing customer satisfaction by over 75%.
- Sustained client relationships and revenue by acting as customer complaint and customer return coordinator, fielding calls, processing reports, and holding weekly meetings making all departments accountable for their errors.



## **Professional Experience** *Continued*

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QUANTUM PRESS | Denver, Colorado  
Project Manager | April 1996 – April 2005

- Organized the marketing campaign for the unique book publications resulting in revenue of \$1.2M for each title published.
- Streamlined administrative functions and resolved errors in vendor performance using trouble shooting and problems solving techniques that resulted in company savings of \$50K per year.
- Designed and applied systems to manage the publishing schedule for ten hardbound books published in the contributory book series.
- Coordinated the submission of research and production materials from as many as 120 contributing authors for each book, ensuring timely completion of publications.
- Received several awards for continued support and tireless efforts exemplifying the company's commitment to member intimacy.

## **Education**

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PMI CERTIFICATE | February 2007  
Colorado State University - Denver, Colorado

BACHELOR OF ARTS | Graduated 1993  
Allegheny College - Meadville, Pennsylvania

## **Training**

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- Proficient in Adobe Acrobat, All Web Menus, Corel WordPerfect, FileZilla, Goldmine, GoToMeeting, Lotus Approach, Microsoft Office, Microsoft Project, Microsoft Frontpage, Outlook, PageMaker, and WebEx. Skilled in Mac platforms as well.
- Professional Development Courses: How to Be a Better Proofreader and Grammar, Punctuation, and Usage, 1998.
- Society of American Archivist Workshops, 1994 and 1995.