

NIKKI CAUSER

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OBJECTIVE Event Sales Coordinator

PROFESSIONAL PROFILE

Highly experienced sales and business development professional with a strong, proven ability to engage clients and customers, resulting in exceptional bottom-line contributions. Visionary leader who conceptualizes and implements creative ideas that accelerates profitability and growth.

- History of leadership and sales accomplishments in startup and established businesses.
- I save companies time, money and stress of managing their advertising, marketing and press release.
- Build long-term relationship with customers and motivate the managers. Broad-based background includes company management, department supervision, purchasing, merchandising, advertising, public relations, sales, customer relations, employee supervision and financial management.
- Persistent, hard-working and energetic achiever.
- Always eager to learn and implement new ideas.
- Produced fashion shows Phoenix Fashion Week and Phoenix Runway
- Artistic, creative, intuitive professional.

Trilingual English, French, and Greek languages

PROFESSIONAL EXPERIENCE

Causer Effect Design, Inc., Scottsdale, AZ

1990 - 2010

Director of Operation, Marketing & Business Development – Oversaw all client acquisition and customer service for this full-service company that delivered graphic design services for print and interactive media in the banking, hospitality, retail, manufacturing and software sectors. Met with clients in conjunction with graphic designer to present design ideas for corporate communications, annual reports, collateral materials, advertisements, promotional campaigns, web site design and maintenance, industrial and environmental reports, trade show displays, and invitations / announcements for special events.

Clients: Maytag Corporation, Reynolds & Reynolds, Mead Corporation, New Page, Bank of Nevada, Hyatt Regency.....

- Led sales, marketing and general management functions that propelled company

- growth to more than one million dollars in annual sales.
- Developed long-lasting client relationships and experienced above-average client retention rate.

Urban Shadow, Inc., Tempe, AZ

2002 - 2004

General Manager – Played key role in company startup, primarily functioning as operations manager while overseeing sales and marketing activities. Positioned company for transfer to new ownership and provided occasional consulting services to current owner. Company designs and installs custom shade sails for residential and commercial use.

- Doubled sales within first three years.
- Succeeded in gaining publicity for the company on television, magazines and newspapers.

ADDITIONAL PROFESSIONAL EXPERIENCE

Elder-Beerman Stores Corp. (now Bon-Ton's Corporation), Dayton, OH

Buyer / Manager – The Elder-Beerman Stores Corp. was one of the largest regional department store retailers in the Midwestern United States, operating 69 stores. Promoted through the ranks from Supervisor to Buyer-Manager for three departments. Managed \$1.5 million purchasing budget. Worked in conjunction with advertising department for seasonal and promotional sales.

- Developed strong relationships with vendors, negotiating favorable rates for markdows and returns.
- Produced 57% return on investments in all areas of responsibility.

EDUCATION

Miami Jacob College
Dayton, OH
Business/English Major
Two years of college coursework completed.

Scottsdale Community College
Scottsdale, AZ
Internet Marketing
Fast Track Financial Accounting

COMMUNITY INVOLVEMENT

Arizona Small Business Association
Fashion Group International
St Joseph Hospital