

# ABBY ENGLISH

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Santa Clara, CA 95053

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## SUMMARY OF STRENGTHS

- Experienced marketing and project management professional with over 5 years of experience working with engineering, marketing, and sales teams.
- Outstanding collaboration skills with a strong ability to lead and take charge of situations to achieve desired outcomes.
- Proven ability to organize and drive events, new initiatives, and marketing campaigns from start through to completion.
- Outgoing, professional, excellent communicator, strong teaming capabilities.

## PROFESSIONAL EXPERIENCE

**Executive Assistant**, San Jose State University, San Jose, CA 20xx – Present

- Execute centralized collegial administrative and business office management operations
- Facilitate compliant purchasing, inventory management, and budget allocation
- Safeguard risk management programs and liaise with external risk mitigation agencies
- Generate procedural documentation within targeted deadlines to pioneer operational procedures

**Marketing Project Coordinator**, Square Labs, Santa Clara, CA 20xx to 20xx

- Established and maintained relationships with clients and potential business partners to promote a climate that facilitates sales
- Researched, created, and executed client and vendor contracts
- Created, edited, and managed marketing materials; including sales sheets, proposals, and capabilities presentations
- Researched targeted accounts and managed client information

**Executive Communications and Operations**, SAP Labs, Palo Alto, CA 20xx to 20xx

- Developed written communications for new initiatives, announcements, and leadership
- Supported Marketing team in building effective, professional PowerPoint presentations and related collateral for internal and external audiences including industry groups, social media experts, industry analysts, press, customers, and partners
- Forecasted in conjunction with Controller for budget allocation
- Collaborated with management and staff in the development and implementation of all projects and initiatives related to operational goals

**Sales and Marketing Coordinator**, FusionOne, San Jose, CA 20xx to 20xx

- Launched entire corporate Marketing campaigns from the ground up at all domestic and international trade-shows resulting in successful lead-generation and increased revenue
- Collaborated with interdisciplinary Engineering, Marketing, Sales teams, and shareholders resulting in improved communication and productivity
- Researched, documented, published, and edited all Marketing collateral

## EDUCATION AND SKILLS:

- **Santa Clara University**, Santa Clara, CA; BA in English, 20xx
- **Technical:** HTML, Linux, Microsoft: PowerPoint, Excel, Outlook, Word; Adobe: Professional, Photoshop, and FrameMaker
- **CRM Software:** Salesforce, Marketo, Crystal Reports, Connect
- **Languages:** Fluent in spoken and written Spanish