

Leona Greene

Objective	To be a part of something truly great, that touches the lives of millions. To contribute to the bottom line. To be appreciated for my talents and hard work. To always be challenged and constantly learning.		
Work experience	10/01-1/07	Vanguard Fire & Casualty	Maitland, FL
	Manager, Marketing & Advertising		
	<ul style="list-style-type: none">▪ Direct and oversee all marketing projects to ensure adherence to Vanguard corporate image and brand, as well as quality production.▪ Manage project budgets and negotiate with outside vendors to ensure cost effectiveness.▪ Create and produce all new advertising and negotiate placement of ad space in media publications.▪ Utilize graphic design and page layout programs to produce PR and sales tools such as newsletters and direct mail pieces.▪ Manage website including content and design.▪ Oversee company participation in any trade shows and special events.▪ Serve as facilitator for Agency Advisory Council Meetings.		
	12/00-8/01	Benedict Engineering	Tallahassee, FL
	Administrative Assistant to Business Development		
	<ul style="list-style-type: none">▪ Assist in writing proposals for research and development grants, working directly with president to prepare SBIR proposals for submission and serving as the organization's point of contact during this time.▪ Networking for project support, writing letters of correspondence.▪ Outlining department strategies and goals and updating progress.▪ Maintaining a schedule of conferences and meetings for director.		
Education	8/96-8/00	Florida State University	Tallahassee, FL
	BS Communication		
	<ul style="list-style-type: none">▪ Degree emphasis in Public Relations. Overall GPA: 3.52, graduated cum laude.		
Professional memberships	Florida Public Relations Association: Served two years on the board as Assistant Treasurer for the Orlando Area Chapter.		
Computer Skills	Experienced in the following computer programs in both IBM and MAC platforms:		
	Microsoft Word, Excel, PowerPoint, Publisher, Access, and Outlook, Word Perfect, ACT 2000, Quark Xpress, Adobe Pagemaker, Photoshop, Illustrator, Macromedia Suite MX, Contribute, AS400		

Accomplishments

- Spent five great weeks promoting Florida as a premier travel destination among world travelers, working on location in Sydney, Australia at the Florida World Pavilion during the 2000 Summer Olympics.
- Recently produced issue #18 of the *Vanguard Gold*, a company newsletter I founded shortly after beginning work at Vanguard in October 2001.
- Assisted Benedict Engineering Company in winning their first Small Business Innovation Research (SBIR) grant resulting in approximately \$100,000 in federal research and development funds.
- Won a sixth place medal in the four mile Daytona Easter Beach Run, finishing in 32 minutes, 30 seconds.
- Landed my first freelance web job and now know CSS like a pro: www.floridainsurancespecialists.net
- Moved all advertising in-house for Vanguard, resulting in more control over our message and a savings of nearly \$10,000 per year. Most recent ad: [HomeFree](#)
- Developed a marketing communications plan to help Vanguard respond more effectively to its policyholders during and after a catastrophic storm. “[When You Have A Claim](#)” brochures are now handed out by adjusters with every field visit.
- Graduated with honors from Florida State University with a Bachelors of Science in Communication.

Sample Material

Available for viewing at www.leonagreene.com

References

Available Upon Request.