

MARGARET DILLARD

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PROFILE

Entrepreneurial executive with more than 20 years of experience managing sales, marketing, operations and personnel for both start-up and established retail, publishing, printing and advertising companies.

Motivated management style with a record of building and maintaining sales growth of product and services.

Sales and General Management Qualifications:

- Sales and Sales Management
- Business Planning & Development
- Contract/Sales Negotiations
- Sales Material Creation
- Marketing/Sales Presentations
- Writing, Designing Ads/Commercials
- Computer and Software Skills
- Budgeting/ P & L Management
- Web Skills
- Use, Design & Programmin
- Strategic and Marketing Planning
- Promotions and Events

PROFESSIONAL EXPERIENCE

Prism Communications – Bisbee, AZ May 1991-present

Owner/Manager/Sales

Independent advertising agency created in 1991 represented and sold advertising for more than 12 media such as KDAP Radio-Douglas, Cochise County Tourist Magazine, Huachuca Scout, Cochise County History Magazine, Bisbee Tourist Map and more. Trained clients to develop customized advertising strategies. Now, managing and operating 3 advertiser-supported television channels for CableOne. Freelance videographers and digital editors and web management in the region.

Web Services 2008-present

Management, set-up, design and SEO clients sites.

Video Services 2008-present

Videography and digital editing for Sulpher Springs Valley Electric Cooperative-Sierra Vista, AZ, Bisbee Mining & Historical Museum-Bisbee, AZ, Cochise County Elections Department-Bisbee, AZ, Physiotherapy & Rehabilitation Services for Afghanistan-Kabul, AF, Snippies-New York, NY.

“Focus on Bisbee” 2004-present

Live, 1-hour show that airs each weekend on CableOne Channel 2. Solicit commercial advertising. Recruit and schedule guests to be interviewed. Began as a cable radio show and expanded in to television.

Your Hometown Channels 1996-present

Management of Channel 2-Bisbee, AZ Channel 2-Globe, AZ and Channel 6-Safford, AZ. Creation of Channel 6 from vacant channel. Development of all sales materials, sales strategies, channel design. Advertising sales, recruitment and management of independent contractors sales teams.

Daily Diner 1993-1997

Development of printed editorial /advertising piece distributed to local dining establishments throughout Bisbee, Tombstone, Effrida and Palominas. Handled all aspects of advertisng, layout and design, distribution and sales. Sold this business and it operated sucessfully for more than 10 years.

PayDirt Mining Magazine-Bisbee,AZ 1990-May 1991
Advertising Sales Representative
National/International magazine reporting to and about the mining industry. Phone sales of advertising to mining equipment and mining related companies. Maintained current accounts and cultivated new ones.

Bisbee Gazette-Bisbee, AZ March 1990-Sept 1991
Advertising Representative/Manager
Advertising sales to the business market of Bisbee, AZ. Cultivated new advertising leads and developed strategies for growth. Doubled sales in less than a year.

Bisbee, AZ
Haris' Hallmark-Bisbee, AZ 1987-1988
Sales Representative, clerk.
Emphasis in customer satisfaction and sales. Management-trainee. Helped plan and research new product lines for continued growth that prompted successful sale of business.

General Nutrition Center-Farmington, NM 1982-1983
Store Manager/Sales
Managed this nutritional products store in a new mall. Ranked #1 or #2 in district that included Phoenix stores for gross sales and premium profit products. Managed and trained a sales staff of 4. Youngest store manager in chain.

EDUCATION

General Software/Technology Training-Online classes 2006-present
Trinity Theologocial Seminary-Online 2004-2005
Western New Mexico University-Gallup, NM 1983
General Studies
Eastern New Mexico University-Portales, NM 1980
General Studies
Portales High School-Portales, NM Graduated May 1980
General Studies
Melrose High School-Melrose, NM May 1978
General Studies

SKILLS

Advanced computer skills in operation and technology. Proficient in Adobe InDesign, Photoshop, Premiere, DreamWeaver and Encore. Have worked with Microsoft Word, Publisher, Excel, PowerPoint and the OpenOffice Suite.

