

Flame B. Vo

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With over 10 years of experience in marketing, I combine both strategic planning and outside of the box thinking to communicate key product or business differentiators, brand and organizational culture through advertising, promotional materials, internal and external communications, events and more.

Experience

Lasting Image | 2017 – 2018

Marketing Manager and Sales Assistant

- Assisted in planning and execution of marketing initiatives
- Created sales presentations of product recommendations for clients

RKL LLP | 2007 - 2017

Marketing Manager

- Drove firm revenue through proposal development to address the custom needs of prospective clients within a variety of industries
- Strengthened relationships and firm exposure with clients and prospects by developing, promoting and managing firm-hosted events
- Maximized firm and industry group exposure in the market through relationships with key business organizations and publications as well as managing firm-sponsored events and initiatives
- Developed, managed and analyzed budgets for areas of responsibility
- Supervised and directed team members to ensure accountability in their respective roles; provided feedback and training accordingly
- Improved ROI on promotional materials and giveaways by implementing inventory process and negotiating pricing with external vendors; developed company store and managed annual incentive credit for employees
- Managed firm intranet to ensure easy access of important employment resources as well as to communicate initiatives and achievements of the firm and team members
- Collaborated with marketing director and team on decisions regarding external and internal brand image, design and content for print and digital placements
- Designed various promotional materials and advertisements for external and internal audiences

Transol Corporation (DBA Spanco and Lug-All) | 2002 - 2007

Marketing Assistant

- Developed and coordinated production of promotional materials, including regular review to ensure accuracy of product information
- Designed advertisements and managed placements
- Collaborated with engineering team to keep product technical manuals up to date as well as produce custom manuals for custom engineered products
- Established relationships with vendors to ensure cost-effective production of print and promotional materials
- Managed distribution of marketing collateral to nationwide distributors and customers
- Maintained company websites
- Coordinated participation in national trade shows for material handling products

Software

- Adobe Creative Suite (Dreamweaver, Illustrator, InDesign and Photoshop)
- CRM (Maximizer and Sage)
- Microsoft Office (Excel, Outlook, PowerPoint and Word)
- WordPress

Education

- B.S. Business Marketing and Planning, Alvernia University
- Associate's Degree Graphic Design, Berks Technical Institute