

Elizabeth F. Reed

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Continuing Education

09/08-Present **UMBC Catonsville: Certified Financial Planner (CFP) Program**
Financial Process & Insurance, Investment Planning, Income Tax Planning, Retirement Planning & Employee Benefits, Estate Planning.

Employment

09/07-09/08 **ThanksGiving Place Coordinator: Baltimore Interfaith Partnership**
Community service organization similar to AmeriCorps. Wrote grants and managed grant funds. Worked with the community to increase usage of ThanksGiving Place through various events. Assisted in day-to-day operations and activities for the needs of the senior residents.

10/99-8/06 **Senior Sales/Account Executive: Phoenix Media/Communications Group**
Assisted in launch of new alternative weekly newspaper *The Portland Phoenix*, the largest weekly in Maine. Personally created \$1,000,000+ sales. Successfully sold into Portland, Boston, Providence markets as well as specialty publications and event sponsorship opportunities. Generated my own leads. Server a wide variety of clients from small sole proprietors to large regional businesses. Regularly exceeded budget goals.

9/96-9/99 **Inside Sales Rep: Macmillan Library Reference USA**
Outbound sales and customer relations for one of the top US publishers. Contacted potential and repeat clients in retail, school and community libraries and universities with various publications. Instrumental in planning with field sales team to coordinate best use of our time. One half of the GK Hall national sales team, which specialized in high-end reference databases.

Summer 96 **Assistant Personnel Administrator: Jordan Hospital**
Temporary position in the HR department at one of the largest employers in the Plymouth MA area. Duties ranged from benefits administration to helping coordinate the hiring process and conflict resolution.

Education

UMBC Certification Program: CFP. Preparing for Fall '10 board exam.
Emerson College, Boston. Magna Cum Laude 1996 with BA in Adv/PR and BA in Audio.
Specialized in marketing, management and business at De Anza College, Cupertino CA

Additional Experience, Awards and Honors

Baltimore CASH Campaign Coach 2010
2009 & 2010 Volunteer of The Year: Meals on Wheels Central Maryland.
Computer literate. Familiar with most PC programs as well as database applications.
Financial Planning Association MD member .
Average of 30% increase per year in sales at The Portland Phoenix (PM/CG).
"Super Bonus", "Most Creative Sales", "Top Sales in All Imprints Handled" at Macmillan.
Hosted award winning children's cable program, "Silicon Kids".

References available upon request