

Debra Adam

Experience

Media Marketing, Inc. Success Manager (8/2008 - Present)

- * Work with sales and marketing leaders in various industries including healthcare, finance and media to deliver sales, marketing, presentation and training solutions.
- * Provide in-depth needs analysis and enterprise solutions for sales, content management and marketing plans.
- * Deliver on-site and webinar based training for clients
- * Corporate communications to include print and web/user interaction design and educational collateral development.

The Charlotte Observer, a division of The McClatchy Company

Training and Development Manager (8/2007 - 7/2008)

- * Work under the direction of the VP of advertising to train and coach over 125 sales professionals.
- * Facilitate corporate initiatives by moderating and planning Director retreats.
- * Partner with Advertising Senior Management to develop a sales training strategy that meets business objectives and a comprehensive curriculum.

Sun-Sentinel Company, a division of TRIBUNE

Strategic Sales/Marketing Manager (2000 - 2007)

- Managed the development of marketing, market research and other strategies in order to increase sales revenue and market share.
- Oversaw the management of \$300,000+ department expense budget .
- Directed the development of marketing plans for target accounts.

Creative Connection Marketing Communications

Public Relations Director (1994-1999)

- Responsible for marketing communications for National and International building products clients
- Conducted primary research studies for fortune 500 companies

Education

- Florida International University
BSc. in Communications -
Global Institute of Language,
Advanced Business Spanish
- Sun-Sentinel Training (2000 -2005)

Special Skills

Advanced Social Media Skills
Translation to Spanish and French
Expert in Microsoft Office Suite
Knowledgeable in Adobe CS4 Suite
Software administrator and corporate
trainer for the imMEDIATE system

Awards

Sun-Sentinel Company:

President's Award (2002)

Florida International University:

Outstanding Public Relations
Student (1994)