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# Diana L. Bernecker

Portfolio Available at [www.DianaLaurenB.com](http://www.DianaLaurenB.com)

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## Skills & Strengths

**Professional:** Strategic Marketing, Media Buying and Negotiation, Public Relations, Social Media Marketing, Copywriting, Event Planning, Graphic Design, Web Design, and Email Marketing.

**Technical:** Proficient in Adobe InDesign, Illustrator and Photoshop; Microsoft and Apple Applications; Windows and OSX operating systems. Working knowledge of Dreamweaver, Blogger, and iWeb.

## Education

DeSales University, Center Valley, PA 10/2007 – 12/2007  
Access Program Studies in Marketing, Management, and Human Resources

International Academy of Design and Technology, Tampa, FL 9/2004 – 9/2007  
**BFA**, Fashion Design and Marketing, Magna Cum Laude (**GPA – 3.9**)

American Intercontinental University: Study Abroad (**Student Ambassador**)  
**London, England:** Fashion Show Production, Internship Program 10/2006 – 12/2006  
**Florence, Italy:** History of the Florentine Renaissance, Freehand Drawing 8/2006 – 9/2006  
**Paris, France:** Fashion Styling, Trend Forecasting 7/2006 – 8/2006

## Professional Experience

### Advertising and Marketing Coordinator

Moyer Indoor Outdoor: Souderton, PA 4/2009 – Present

*Manage all marketing and public relations initiatives for 11 home service categories, Pool & Spa Store, and Feed Store. Work closely with service-line management: planning yearly marketing calendars, controlling budget requirements, ensuring timely delivery to market, and communicating response rates.*

- Regulate branding guidelines; design for direct mail, online, email, and print marketing. Over **10% response** on recent direct mail promotions.
- Launched **social media** initiatives; maintain design and manage communication.
- Strong negotiator, completing media buys with over **90% discount**.
- Head in-house telemarketing campaigns, manage co-op students and assistant; **supervising up to 4** staff members at one time.
- Write and edit copy; **published** as in-house copywriter. Proven results placing feature articles in publications by establishing strong press relationships.
- Promote and organize ongoing events including Annual 5K with over 600 participants and bi-annual networking event with 225+ attendees (**increased attendance by 500%**).

### Marketing, Event, and Design Consultant

DLB Creative: Quakertown, PA 10/2008 – Present

*Actively assisting companies in improving processes and marketing brand through web-design, advertising coordination, social media, event planning, business-to-business negotiations, and networking.*

### Recruitment Consultant & Marketing Administrator

PeopleQuest Ltd.: London, England 3/2008 – 8/2008

*Performed marketing and daily resourcing for a team of 5 in the Recruit-to-Recruit market. Promoted to Recruitment Consultant after 4 months consistently performing above targeted goals.*

- Led search campaigns for top-tier corporations with PeopleQuest's Director. Resourced 7 successful placements: **Total Revenue c. £45,000**.
- Responsible for business development; designed and presented proposals to clients and prospects.
- Strengthened brand awareness through social media campaign and candidate literature.

### **Client Specialist & Visual Merchandiser**

J. Crew

Allentown, PA

10/2007 – 2/2008

Tampa, FL

10/2004 – 5/2006; 1/2007 – 9/2007

*Enriched store environment through customer relations, visual presentation and training. Built a clientele book consisting of top shoppers, successfully increasing revenue.*

- Achieved a **top sales ranking** by reaching the **\$250,000** level (fiscal year 2005) and the \$100,000 level (1<sup>st</sup> quarter 2006).
- Organized in-store floor and window merchandise planning and managed design team.

### **Marketing and Merchandising Consultant**

Historic Bethlehem Partnership: Bethlehem, PA

1/2008 (Contract)

*Transformed Store/Visitor's Center into a shop that ties closely to the image and vision for the Historic Bethlehem Partnership. Focused on presentation, customer service, sales training, and market outreach.*

### **Sales/ PR Intern**

Palladio Associates: London, England

10/2006 – 12/2006

*Worked with Sales & PR teams at one of the largest brand representation companies in the European Market to develop an understanding of the company's post sales season.*

## **Professional Development and Volunteer Work**

**Chestnut St. Playground Community CARES:** Souderton, PA - *Logo Design, Website Developer, Email Marketing, Public Relations, Event Planning.* January 2012 - Present.

**Pennridge Chamber of Commerce:** Perkasie, PA - *Social Media Seminar, Speaker.* November 2011 & January 2012

**Birthday Benefit:** Souderton, PA - *Event Coordinator raising \$500 for Keystone Opportunity Center, a local non-profit.* December 2011

**Souderton Area High School:** Souderton, PA - *Career Day Mentor.* October 2011

**Quakertown Halloween Parade:** Souderton, PA - *Guest Announcer.* October 2011

**Montgomery Theater:** Souderton, PA - *Marketing Committee.* 2011 - Present

**Upper Bucks YMCA:** Quakertown, PA - *Water Aerobics Instructor.* 2011 - Present

**Peter Becker Community:** Franconia, PA - *Social Media Liaison, Auction Committee.* 2011 - Present

**Upper Bucks Chamber of Commerce:** Quakertown, PA - *Foodie Committee, Golf Committee.* 2010 - Present

**Indian Valley Chamber of Commerce:** Telford, PA - *Marketing Committee (Chair), Celebrate Month Committee, Restaurant Festival Committee (2010), Young Professionals Networking Group.* 2010-Present

**Lawn & Landscape Magazine:** Richfield, OH - *Writer, Social Media 101 & 201 Articles.* May 2011

**Real Green User's Conference:** Orlando, FL - *Social Media 101 & 201 Presentations.* January 2011

**Brick Oven Benefit:** Souderton, PA - *Event Coordinator raising \$2,000 for Keystone Opportunity Center, a local non-profit.* December 2010

**PennSuburban Chamber of Commerce:** Lansdale, PA - *Community Reading Day.* 2010

**First Friday's:** Lansdale, PA - *Committee Member.* 2010

**Cubby's Catering Service:** Morden, England - *Designed branding and business materials.* 2008

**STRUT Fashion Show:** Tampa, FL - *Production Liaison.* 2007

**Wear-a-Wish Fashion Show:** Tampa, FL - *Set Design and Dresser.* 2007

**Fashionable Nature Fashion Show:** London, England - *Producer.* 2006

**STRUT Fashion Show:** Tampa, FL - *Designer.* 2006

**STRUT Fashion Show:** Tampa, FL - *Dresser.* 2005