

Nancee Wolter
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Personal Statement

Thank you, in advance, for your consideration of my resume.

Over the past 10 years I have spent a mix of my time between working from home, raising and caring for my family, and working in the corporate workforce.

While many years of my experience was previously in the credit union industry, I have found my skills and experience in Marketing and Customer Service has translated to all fields and allowed me to continue my passion of helping staff, owners and customers with their ever-changing business needs as a Freelance Marketing, Management and Web Design Professional.

I am constantly looking to improve my self and develop new relationships in the workforce. I am a firm believer that there is always opportunity to strive higher and gain more in every aspect of my life. In fact, over the past several months, I have focused my personal development on learning more about Social Media, and in particular Inbound Marketing. The Internet has broadened the scope of how people do business and as such, broadened how companies can interact with customers, attract new clients and ways in which they can communicate to users like never before. I am taking steps to become more educated and proactive in my own promotion to utilize Inbound Marketing tools.

I love what I do and am constantly looking for the opportunity to spread my knowledge to help others grow and familiarize myself with other organizations. I thank you for the opportunity to meet with you and discuss available positions as well as the qualities and qualifications I am able to contribute in achieving and exceeding the needs and goals of you and your staff as well as your customer base.

Service Philosophy

Even in a highly competitive market, the one thing I can always count on is the customers' needs continuing to evolve and change. Simply offering products has become a thing of the past and in time, I found it to be a marketing, service and sales job to not only offer a quality product mix to satisfy the customers, but being proactive in responding to their ever-changing needs, in particular their need for information from the Internet. This is not only out of necessity to doing the right thing, but essential in retaining their loyalty and thus growing their relationship with company. But also as a service philosophy I have used throughout my consulting years with businesses of all kinds.

My basic philosophy on service continues to be that without customers, the staff will have no one to serve. And as such, I believe to retain a solid customer base, you must have quality staff. But having a quality staff doesn't just translate to a store front of face-to-face personnel. It also translates in how users can navigate an online presence, the various methods a user can contact and interact with a company, but moreover, how a company responds to their customers needs.

Over the years, I have provided marketing and management support and consulting to a wide range of industries including software companies, Gymnastics facilities, non-profit parent groups, restaurants, lodging, executive recruiters, finance and accounting firms, marketing firms, freelance writers, service organizations and companies of all sizes with varying budgets and goals. I have no doubt I could be an asset to your organization as well.

Nancee Wolter

Professional Experience:

2002 – Current Freelance Marketing Consultant & Web Designer

Since moving to Tucson, nearly 10 years ago, I have developed a base of clients and friends for which I provide ongoing marketing support and web design services. Freelance Marketing and Web Design has afforded me the opportunity to work from home, raise my children, develop and maintain business relationships, volunteer in our schools, participate in my community and provide services to some great and loyal clients.

While much of my business, lately, has been focused more on web design, I have maintained a client base in part because of the marketing expertise I am able to interject in to their web site look & feel. Many web designers are simply concerned with the coolness factor and latest technology they can use to build a site... and many marketers are often more focused on the overall look & feel. Be it personal taste or my new found education in Inbound Marketing, I have often focused on drawing users in to a site with a simple call to action, enticing offers, CPC campaigns, contact forms, and such.

Utilizing email campaigns, landing pages, SEO, video, blogs and other Inbound Marketing tactics, I have been focused on educating people on how they can actually make their websites work for them.

I have always impressed upon clients that their website is an extension of their business. And even when it's not an ecommerce site, their website is their newest, non-brick & mortar location. Developing enticing content, and organizing their in-office efforts helps clients to maintain the leads they do have and turn them in to solid referrals for business.

Over the past few years, many of my clients have been forced to close their doors and others have eliminated their websites and/or marketing budgets due to their own budget constraints. However, many business owners are now realizing losses due to their lack of advertising over the years. And many of those people are now looking for new ways to get back on track.

The market has changed and so has my goal in providing marketing services to clients.

Utilizing programs including Microsoft Office, Excel, Dreamweaver, Fireworks, Front Page, Drupal, WordPress, Blogger, Corel Draw and Photo Draw, I have been able to provide impressive pieces, artwork, logo designs and website designs for all my clients. My focus has always been on managing projects and overseeing developers as they code and construct the designs in which I develop hand-in-hand with a client.

In addition, I have a vast network of some of the best web design, graphics, marketing, business coaches, copywriters, accounting, management, programming and IT professional whom which I have developed lasting relationships and have a continuing working relationship as we collaborate and support each other in many facets of our individual careers.

To view a GALLERY of my work and client list, please visit one my websites to learn more about my experience and see samples of my work.

www.NanceeWolter.com www.ReilandLane.com www.Stuff2Host.com

2009 – 2010

D'Mention Systems

Tucson, Arizona	(520) 229-8730
Dave Liskow	General Manager
Current Position Held:	Web Project Consultant
FT Position:	\$ 2,250 per month plus commission

For several years, I provided Freelance Web Design Services to D'Mention Systems. In August, 2009, I was recruited to join their staff while continuing my freelance operations to help build their sales and marketing in promoting the web design department. Starting out as the Web Project Consultant and ending my stay with them as the Media Team Coordinator, I was responsible for overseeing internal start-up and/or development projects as well as all Web Design Projects.

While this position did not directly oversee personnel or their duties, as Web Project Consultant I was responsible for coordinating the team efforts to maintain the budget, timeline and client relationships throughout a projects entirety. From Web Design, Video Production, marketing and such, I organized the day-to-day duties of a project. In addition to my day-to-day duties, I earn commissioned income for generating new sales, maintaining and creating relationships with customers including meeting with clients, writing proposals and invoices, scripting video sessions, providing initial concepts of web design, and on-going client support to name a few.

During my 8 months I was an integral part of the ongoing development of CityZing.biz, an online business directory developed for local businesses to gain SEO exposure and video benefits of customer referrals, personal testimonials and more. Duties with CityZing.biz include initial web design concept, obtaining and inputting business listings, sales of video products, all aspects of video production and filming of web-mercials and video testimonials, including scripting, scheduling and filming green screen video at their in-house studio

An active part of my position was being a member of BNI, where I attend weekly meetings, held the position as Membership Committee member, generate and give referrals for business and participate in community events on behalf of D'Mention Systems and the Foothills Chapter of BNI

In addition to providing consulting and management of Web Design projects, I was instrumental in providing much of the marketing support for D'Mention Systems plus some start-up and subsidiary companies of theirs including drafting marketing materials such as fliers, brochures, coupons for print, scripting video & audio sessions, email campaigns and maintaining online applications on services such as Twitter, Facebook, Merchant Circle, LinkedIn, CityZing, and other online business entities. I was also an active producer of several blogs for clients as well as D'Mention Systems.

As well, I would research, develop and analyze online marketing including keyword development, AdWords campaigns, minor search engine optimization.

For a complete listing of the companies I have helped and the materials developed, please contact me directly for a complete portfolio.

2009

University of Arizona – Gymnastics Meet Director

Tucson, Arizona	(520) 621-6706
Matt Brown, Director of Operations Intercollegiate Athletics	
Position Held:	Meet Director
5 event seasonal position:	\$ 10.00 per hour
Reason for leaving:	Season complete

Beginning in January 2009, I began a 3-month assignment with the University of Arizona serving as Meet Director at their five home gymnastics meets.

This position entailed maintaining a professional appearance on the floor during each gymnastics meet and serving the needs of UA coaches, visiting coaches and official judges during each event.

Duties included training score flashing staff, notifying score keepers and UA staff of line-up changes and score changes during the meet, serving as liaison between judges and coaches, processing scoring inquiries, ensure timing of meet is on schedule, providing judges with line-up assignments and changes as well as ensuring they are paid and transportation provided at the end of each meet as well as securing judges to ensure meet results are official and signed at the completion of the session.

Professionalism and ability to work with varied positions was a must.

2005 – 2008

Tumbleweeds Gymnastics – Tucson, Arizona

In 2005, I began helping Tumbleweeds Gymnastics with their Marketing and Web Design needs through my consulting services.

This relationship grew to include working part-time for the owner in the capacity of developing marketing materials including brochures, class schedules, yellow pages & newspaper advertisements, press releases, travel arrangements, site acquisition for new location, gym layout and oversee construction & remodeling of site, pit construction and more including scheduling special events, serving as Meet Director, accepting payments, collections, answering phones and other administrative duties as well.

For more than 2 years, I also served as Booster Club President of the girls Team program.

In November 2007, the owner of Tumbleweeds Gymnastics, Mr. Kim Bird, passed away and I was placed in the capacity of Gym Manager by his family through May 2008 when they closed the gym and sold it to another party. During this time, I continued providing the services as outlined above, plus providing employee reviews, payroll, hiring and terminating staff, scheduling practice times and attending special events including State Banquets, Gymnastics Meets and other meetings as necessary.

1991 – 2001

Twin City Co-ops Federal Credit Union (now Spire Credit Union)

Falcon Heights, Minnesota	(651) 215-3450
John Gisler, President	www.spire-banking.com
Last Position Held:	Director of Facilities
FT Exempt Position:	\$ 48,000 plus benefits
Reason for leaving:	Family Business Opportunity in Tucson

During the 10 years employed with Twin City Co-ops FCU, I served in various capacities with all positions being in the area of service to one degree or another. Whether providing high-quality customer service to our members, meeting their ever-changing financial needs, or meeting and exceeding the expectations of our staff, these were the focuses of all jobs held and are the career objectives that I am most proud of.

In addition to Director of Facilities, other positions held and projects completed at TCU include:

- Marketing Manager
- Account Development Center Manager
- Telephone Service Center Manager, Branch Manager and Project Manager
- Consumer Loan Underwriter
- Member Service Representative & Teller
- CU Acquisition & Merger Considerations
- Demographics, Market Trends and Site Searches & Considerations
- Facilities Projects Including Lease Negotiations and Maintenance Agreements
- Branch Build-out/Remodeling including Furnishings and Equipment
- Facilities Contingency / Disaster Recovery
- Policy & Procedure Evaluations including Ergonomics and Workspace
- System Enhancements including Security, Call Center, Phone Systems and Branch

I would be happy to discuss the many projects and tasks completed during my past employment and look forward to sharing my insights with you soon.

1986 - 1991

St. Paul Postal Employees Credit Union (now Postal Credit Union)

Woodbury, Minnesota	(651) 770-7000
Russ Plunkett, President	www.postalcu.org
Reason for leaving:	Further my career

Beginning a career in the credit union movement, my employment at SPPECU afforded me the opportunity to grow and learn many aspects of the industry. Positions held during my years at Postal CU include: Teller, Head Teller, Assistant Member Service Coordinator and IRA Specialist.

Educational Experience:

College:

1983 – 1985 Lakewood Community College (now Century College) Oakdale, Minnesota
Major: Marketing and Small Business Management

1982 – 1983 University of Minnesota – Duluth, Minnesota
Major: Business Administration

High School:

1982 Graduated: Woodbury Senior High – Woodbury Minnesota

Additional Skills, Interests and Educational Notes:

Member of BNI – Foothills Chapter
Membership Committee Member

Computer & Development Software:

Microsoft Word	Microsoft Excel	Microsoft Photo Draw
Microsoft Power Point	Microsoft Front Page	Corel Draw
Macromedia Fireworks	Macromedia Dreamweaver	Internet Explorer
Firefox	Windows XP	Drupal
WordPress	Blogger	PayPal
cPanel	WHM/WHMCS	And more

Seminars, Webinars & Classes:

- "Member Success Program" – BNI
- "Ergonomics: Does your FCU Staff have any RSI" – NAFCU
- "Making your words work" – Edelstein Literary Services
- "Introduction to Credit Unions" – CCUE Program
- "Strategic Planning" – Jim Aho Consulting
- "Developing Exceptional Leadership" – MERIT Program
- "Advanced IRA Training" – CUNA
- "How to Blog Effectively for Business" – HubSpot.com
- "Redesign your website according to Inbound Marketing Best Practices" – Hubspot.com
- "What is Drupal" – Tucson Adobe User Group – Mike Griffith
- "Preparing Chroma Key Video for Flash" – Tucson Adobe User Group – Dan Wilhelmensen

Business Reading:

- "Givers Gain" – Ivan R. Misner, PhD
- "Supermarket Branching" – CUES
- "A Place to Shine" – Daniel S. Hanson
- "The Control Theory Manager" – William Glasser, MD
- "High Probability Selling" – J. Werth / N. Ruben
- "Cultivating Common Ground" – Daniel S. Hanson
- "Encouraging the Heart" – James Jouzes / Barry Z. Pozner
- "Whale Done" – Ken Blanchard, Thad Lacinak, Chuck Tompkins, Jim Ballard
- "The Present" – Spencer Johnson
- "Letting go of your bananas" – Dr. Daniel T Drubin
- "The Secret" – Rhonda Byrne
- "Facebook for Business" – Hubspot.com
- "Doing a website redesign for Marketing Results" – Hubspot.com
- "10 web marketing trends of 2010" – John Arnold

Contact Information & Portfolio:

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Online Portfolio and business information available at:

www.NanceeWolter.com	www.ReilandLane.com	www.Stuff2Host.com
Personal & Professional References provided upon request		