



Deborah Khalilifar

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Marketing and Graphic Design Professional

Innovative and tech-savvy professional with a background in marketing, sales, and graphic design. Self-motivated, entrepreneurial spirit with exceptional work ethic, excellent communication and organizational skills.

Profile

Professional Experience

Skills & Strengths

Employment History

Graphic Design
E-Mail Marketing
Digital Marketing
Sales / Customer Service
Tradeshow/Event Management

Software Knowledge

Adobe: Photoshop, Illustrator
In-Design, PageMaker 7
Acrobat, WordPress
Dreamweaver / HTML
Microsoft: Excel/Word/Power Point

Advertising / Media
Project Management
Copywriting
Start-ups
Database Management

Industry Experience

Advertising
Newspaper/Magazine
Financial Services
Education
Manufacturing

Budget Management
Direct Mail
Brand Management
Government Compliance
Social Media

Top 5 Strengths

Project Management
Problem Solving
Attention to Detail
Interpersonal Skills
Creativity

Proprietor • 5/2018 – Present • Deborah Khalilifar, Marketing & Graphic Design
Perform freelance marketing, content creation, graphic and web design services for clients.

Marketing Associate • 9/2014 – 5/2018 • Bay Equity Home Loans, Santa Rosa, CA
Created content to be used in production of collateral material including design, research, and copywriting, ensuring compliance and brand management, etc. Designed and produced collateral material for six North Bay regional offices to support marketing, advertising and promotional activities. Handled project management and vendor relations including, but not limited to printing, fulfillment, promotional materials, sign production, office management, etc. Performed event planning, promotion, hosting and execution. Created and posted content and articles for social media sites. Monitored industry best practices. Cross-trained new loan officers on best practices and technology tools. Assisted with content creation and scheduled guest appearances for radio.

Proprietor • 8/2013 – 9/2014 • ID Expressions, Santa Rosa, CA
Performed freelance marketing, content creation, graphic and web design services for clients.

Enrollment Coordinator • 6/2009 – 8/2013 • Institute of Reading Development, Novato, CA
Performed consultative sales of reading programs for children K through adult speed reading for 3 seasons

Marketing Manager • 3/2008 – 6/2009 • Bauman College, Penngrove, CA
Managed the day-to-day operations of the Marketing Department and advertising efforts in the promotion of four school locations, a nutrition clinic, retreats, book promotions, product sales, community outreach opportunities, and public relations. Overhauled systems and procedures to accurately measure ROI reflecting measurable increases in qualified sales leads, brand awareness and growth.

Key Accomplishments:

- Developed strategic marketing strategies that included traditional and digital marketing techniques (SEO/SEM/Ad words/PPC Campaigns) that resulted in a 35% increase in enrollment representing highest enrollment history.
- Restructured ad campaigns that generated a 30-50% increase in response rates.
- Planned open house events /retreats that consistently resulted in standing-room only / sold-out attendance.
- Wrote and/or edited articles, press releases, blogs for print and web.
- Restructured event procedures and developed new initiatives resulting in a new source of revenue and support for long-term growth.

Sales Account Manager • 10/2005 – 2/2008

New York Times (Press Democrat • Argus Courier • Certified Personnel), Santa Rosa, CA

Identified and developed new client base with specific focus on growing revenues. Analyzed customers' needs and sold customized advertising solutions through a consultative approach designed to exceed customers' expectations utilizing a full suite of multimedia product offerings that include print, newspaper, magazine, direct mail, and online banner advertising.

Key Accomplishments:

- Consistently exceeded core revenue goals by as much as 48%.
- Spearheaded the training and reinstituting of 'legal' advertising at the Argus Courier which regained a major source of revenue for the paper.

Marketing Director • 8/2003 – 9/2004 • First Cal, Novato, CA

Built the Marketing Department from the ground up for this retail start-up. Developed multichannel campaigns through print, radio and direct mail. Identified, planned and participated in trade shows and other industry related sponsorship opportunities. Designed and produced all collateral material for wholesale and retail operations to support sales staff.

Key Accomplishments:

- Streamlined complex government guidelines and successfully created user friendly program matrices that were adopted across retail and wholesale operations.
- Planned, developed, and produced public seminars co-hosted by KNBR Radio Personality Ray Brown increasing event attendance by 52% by third seminar.
- Renegotiated broadcasting contracts reducing expenses by more than 30%.
- Spearheaded the storyboard design, graphic development and content of company website.

Marketing Manager • 1/2002 – 7/2003 • HMIC, Santa Rosa, CA

Built the Marketing Department from the ground up for this wholesale start-up. Developed procedures and standards to effectively brand and roll out programs throughout the Western U.S. Wrote and managed website content to ensure product integrity with investor guidelines. Managed the implementation of product offerings through on-line bid sites such as IMX and Lion, Inc. Designed and created collateral material to provide marketing support to three branch offices and 16 account executives.

Key Accomplishments:

- Conceptualized the design and led the implementation through IT programming in the creation of marketing collateral site for sales staff to view, select and order available personalized marketing materials.
- Introduced and led the implementation of online product and pricing engine adopted company-wide.
- Conceptualized design and led the implementation through IT programming of proprietary lead-management software interfacing with current software infrastructure to ensure 100% capture ratio of incoming leads.
- Took on a major role to streamline complex government guidelines and successfully create user friendly program matrices that were adopted for company-wide use.

Education: Empire College, Graduate; SRJC: Graphic Design; Life Student: Current subscriber of on demand training in technology and software. Courses include: SEO, Word Press, Digital Marketing, Social Media, and Facebook Advertising

