

Caryl J. Riley

Profile

Creative, persistent, marketing and business professional with 15+ year track record of success in fund-raising, event management, media relations, project management and sales. Demonstrated history of producing persuasive, focused, and engaging content for marketing and sales materials. Excellent creative and informational writer. Experience raising funds in a cost-effective manner, developing relationships with donors and securing funds from outer-ring supporters.

Flexible and versatile collaborator – thrive in a deadline-driven environment. Assertive and entrepreneurial with sense of humor to get things done and produce the best results out of a team. Superb intermediary between diverse audiences and constituents while maintaining the integrity and vision of the corporation.

Core Competencies

- ◆ Attentive to detail
- ◆ Not-for-profit Experience
- ◆ Consultative Sales Style
- ◆ Analytical/Problem-solving Skills
- ◆ Fundraising/Event Planning
- ◆ Workflow/Project Planning
- ◆ Computer Savvy
- ◆ Content Development/Editorial
- ◆ Trainer/Educator
- ◆ Professional Presenter
- ◆ Networking Professional

Accomplishments

- ❖ Demonstrated sales success; recognized for consistently exceeding sales targets
 - ❖ *Responsible for \$1.5 million in sales; Developed new business in excess of \$350,000*
 - ❖ *President's Achievement Cahners Publishing/ Hanley Wood LLC*
- ❖ Lead four annual fundraising initiatives which raised more than \$20K for the capital campaign as well as an additional \$12K for classroom enhancements for *Montessori Academy*
- ❖ Created brand value through implementation of integrated marketing communications strategy leading to 26 cross divisional sales programs (\$450K of increased revenue for the company)
- ❖ Launched website and developed online grant application process for *Rhodes Foundation*
 - ❖ *Increased grants awarded to more than \$160K and tripled applications*
- ❖ Directed activities of Sales Support Staff, Service Personnel and Volunteers (5-40 personnel)

Experience

RELATIONSHIP MANAGEMENT

- ❖ Developed marketing communications programs to reach multiple constituencies
- ❖ Managed teams of volunteers for multiple fundraising events and community service projects.
- ❖ Team leader for cross-divisional sales efforts with Fortune 500 clients
- ❖ Measured effectiveness of activities and developed actionable programs
- ❖ Launched National consumer magazine, email newsletter campaign and webinar programs
- ❖ Directed activities of outside agencies, media outlets and internal clients

CUSTOMER SERVICE/MARKETING/PROBLEM SOLVING

- ❖ Experienced in customer service and solving client issues
- ❖ Develop and implement strategic marketing plan for businesses and clients:
 - Created special promotions, print and outdoor advertising and coordinated all media buying.
 - Planned events and fundraisers for clients which exceeded financial goals
- ❖ Consultative sales approach:
 - Established “trusted” expert status with customers to become relied upon information “maven”
 - Developed a “grit and wisdom” approach to sales

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Employment History

PEARSON EDUCATION – Lombard, IL

Project Supervisor, 2010-present

800-FLOWERS.COM – Carle Place, NY, and Lake Forest IL

Sales and Service Home Agent, 2010-present

SELF-EMPLOYED MARKETING AND SALES CONTRACTOR –

Project Manager, Marketing/Sales Material Development, Fundraising and Event Management – Various Clients 2007-current

Contractor with MMG Media Services, Cypress, TX 2007-2008

Integrated Media Platform Sales, New Product Launch

HANLEY WOOD PUBLISHING – Washington DC

Regional Sales Representative 2001-2007

E-Media Sales and Development 2000-2001

REED PUBLISHING – Newton, MA

Regional Sales Representative 1998-2000

Associate Publisher 1994-1998

Marketing Manager 1992-1994

HEATILATOR INC. -- Mount Pleasant, IA

Marketing Communications Manager 1989-1991

Education

M.B.A., Marketing Emphasis Wake Forest University, Babcock Graduate School of Management

Member of corporate consulting team (Nabisco, Reynolds, USAir). Officer- Marketing Club, Graduate Assistant in External Relations Office

B.A. Lake Forest College Economics and Psychology

Social Media Bootcamp - *MediaBistro*

Home Energy Specialist – *Building Performance Institute* Sustainability and Energy Audits

Organization Systems - CBD

Other

Board Member: John H. and Ann G. Rhodes Foundation (Marketing/Community Relations)

Kirkland Farms Homeowners Association (Communications)

Mother's Club and Sports Boosters, Marmion Academy

Committee Member: Religious Education Committee, Blessed Sacrament Church

Marketing Chair: Parent/Patron Organization, Montessori Academy

