

# Brandy Skorupsky

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## Introduction

Talented professional with a background in chamber communications, sales and graphic design. Demonstrates strong administrative and project management skills. Seeking a position where I can engage various roles while making a positive impact on the lives of the people with whom I interact.

## Skills

### *Technical*

- Proficient with Microsoft Office (Word, Excel, Outlook, PowerPoint, and Publisher)  
Expert with Adobe CS Software (InDesign, Illustrator, and Photoshop) and Quark Xpress  
Familiar with Adobe Acrobat, After Effects, Contribute, Distiller, and Dreamweaver  
Experience with Constant Contact, Google Analytics, Survey Monkey, and Word Press  
Knowledge of CMS, HTML, SEO, and Social Media  
Typing speed of 60 WPM  
Comfortable navigating databases

### *Professional*

- Producing internal and external communications (digital and print)  
Formulating reports, contracts, and RFPs and working with a budget  
Ability to relate with clients/customers and sell them a product/service  
Office management and administrative support  
Generating marketing material and media lists  
Editing, proofreading, and laying out information  
Multitasking and operating under tight deadlines  
Creating and enforcing timelines  
Familiar with print production and distribution/mailing processes  
Excellent leadership and management skills  
Exceptional customer service skills

### *Creative*

- Graphic design and layout  
Photo manipulation  
Advertising (digital and print)  
Art direction & photo shoots

### *Personal*

- Natural ability to work with all levels of internal management and staff, and outside clients and vendors  
Trustworthy with confidential files and sensitive information  
Outstanding communication and speaking skills  
Disciplined and self motivated  
Unmatched organizational skills  
Admirable interpersonal skills  
Professional appearance

## Experience

### **Frontline Sales Representative**

#### **Wyndham Vacation Ownership, Grand Desert, Las Vegas, NV**

February 2017 – Present

- Set weekly and monthly sales goals and track progress
  - Apply various sales techniques: building rapport, discovering needs, building value, and setting urgency
  - Communicate regularly with management and senior representatives
  - Deliver a positive experience to guests while being respectful and responsive to their needs
  - Boost morale and support team

### **Assistant Vice President, Communications**

#### **Greater Lehigh Valley Chamber of Commerce, Bethlehem, PA**

February 2007 – December 2015

- Maintained and increased membership satisfaction and retention through the management, overall planning, and execution of external and internal communications activities
  - Redesigned and expanded the monthly publication, *Connections* – quintupled readership and revenue
  - Overseen the preparation, printing, and distribution of the annual membership directory
  - Interfaced with a website developing team as the chamber's main contact to create a new website
  - Sold advertising space and integrated marketing plans
  - Developed and executed new marketing pieces and promotional materials
  - Coordinated daily email blasts and supervised social media initiatives
  - Assisted with streamlining and maintaining the database
  - Supported the coo & evp of member relations in addition to the member relations team
  - Performed administrative duties and demonstrated strong customer service skills
  - Participated in event planning discussions and execution – advertising, set up, registration, and event photography

### **Graphic Designer**

#### **Journal Register Company / Berks-Mont Newspapers, Allentown, PA and Boyertown, PA**

February 2006 – February 2007

- Created advertisements, tab covers, and fliers under deadline
  - Involved with layout and the production process
  - Streamlined an electronic file and archive system
  - Interacted with graphics, sales, and editorial teams, and clients

## Education

### **Kutztown University of Pennsylvania, Kutztown, PA**

December 2003

BFA in communication design with concentrations in graphic design and advertising

Minor in music performance

Dean's List for three semesters at Kutztown University, member of Tau Beta Sigma