

Alene Kelsey Metcalf

210-290-0492 alenekmetcalf@gmail.com DC Metro Area

Profile

Motivated creative thinker with excellent problem-solving and decision-making ability in pursuit of a career position supporting the mission and operational needs of the right organization. Successful team management and development record as well as exceptional communication skills, both oral and written. Ability to establish priorities, work independently and execute complex projects. Able to read and speak Spanish and experienced in both the Windows and Mac environment with particular expertise in HTML, DreamWeaver, PhotoShop, Illustrator, InDesign, and more.

Experience

OWNER, ASKME MARKETING, SAN ANTONIO, TX – 2005 - PRESENT

Founder of ASKMe Marketing, an internet-based marketing firm specializing in providing solutions for small to midsize companies and non-profit organizations. Wrote and designed newsletters, press releases, technical manuals, websites, brochures, HTML e-mail campaigns, signage, banners, programs, and more.

DIRECTOR OF MARKETING, UNITED GLOCAL GROUP, SAN ANTONIO, TX – 2016 - 2017

Managed all social media accounts for five franchises owned by United Glocal Group. Wrote and designed monthly newsletters for three of these franchises and maintained the websites for all organizations. Additionally, executed events and promotions and created marketing collateral as needed.

PART-TIME EMPLOYEE, JDRF, SAN ANTONIO, TX – 2010 - 2016

Assisted the South Central Texas Chapter of JDRF with any and all graphics needs including signage, HTML e-mail campaigns, collateral for events and promotions and more. Produced invites, signage and more for other chapters including Dallas, Wichita, St. Louis, Phoenix, Kansas City and others. Continue to support the organization as a volunteer at present time.

MARKETING SUPERVISOR, CONTINENTAL DISC CORPORATION, LIBERTY, MO – 2007 - 2010

Supervised the marketing department of a leading manufacturer of rupture disc devices for a variety of process industries including chemical, petrochemical, petroleum refining, pharmaceutical, beverage, food and dairy, aerospace and other markets worldwide. Coordinated outsourced personnel, devised and maintained a multi-tiered tracking system for staff projects, wrote and designed newsletters, press releases, technical manuals, websites, brochures, and other marketing collateral.

DIRECTOR OF MARKETING, PARAMOUNT POOL & SPA SYSTEMS, TEMPE, AZ – 2002 - 2005

Responsible for the marketing department of an international manufacturing company of in-ground cleaning and circulation systems for swimming pools. Supervised graphic artists and administrative personnel, authored corporate employee handbooks and developed employee-distributed electronic newsletter for internal customers. Established the corporate website, guided development, branding, and packaging solutions for new products.

MARKETING SUPERVISOR, VALLEY METRO, PHOENIX, AZ – 1998 - 2002

Supervised the marketing department of the transportation system for the City of Phoenix. Project manager of the bi-annual Bus Book (500,000 printed), managed the creative process, production and buy of informational and promotional media including radio spots and cinema slides. Developed, hired and led a staff of graphic artists, writers, web designers and administrative personnel.

Education

University of Arizona, Tucson, AZ - BA in Creative Writing, 1995

Other

References available upon request. Portfolio can be found at www.kelseymetcalf.com/portfolio.html