

/M

Margaret Simonson

PROJECT MANAGER, CUSTOMER SERVICE & MARKETING PROFESSIONAL

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/S: SUMMARY

Well-rounded professional whose expertise includes managing challenging operational and creative challenges, featuring a broad background that blends strong customer service skills with strategic marketing and project management.

/P: PROFESSIONAL EXPERIENCE

Fred Meyer (Kroger)

Retail, Customer Service, Information & Business Communications
Portland, Oregon Metropolitan Area, 2020 - Present

Employed in multiple roles with duties including cash handling, fraud prevention and reporting, administration and peer supervision. Created and maintain Sharepoint dashboards for Customer Service and Front End groups. Create/modify/update key documents for use by various departments. Collaborate with stakeholders to ensure documents fit the requirements. Exercise knowledge of de-escalation, mental health and neurodiversity to handle occasional highly charged, potentially dangerous situations with customers and other store visitors. As PIC, I provide leadership to keep employee schedules on track, ensure my group meets managerial expectations and manage urgent needs and emergencies.

Lost Luggage (Consumer Goods Manufacturer)

Sales & Marketing Manager
Seattle, Washington, 2005 - 2007

Broadened product reach in targeted vertical segments (luxury and mid-level) and burgeoning markets (hospitality, custom presentation) to support increases in revenue (as much as 19% in one year). Managed corporate presence at tradeshow, including logistics, sales programs and communications. Managed wholesale and retail programs. Wrote PR and marketing materials and copywriting for multiple messaging platforms. Conducted meetings with

executives and board members to define key messaging. Synthesized market and sales intelligence to inform product development recommendations.

Chef'n Corporation

Marketing and Communications Manager

Seattle, Washington, 2001 - 2005

Provided project management for corporate presence at over 15 major national trade shows. Supported seasonal product launches by creating Page 2 of 3 marketing and PR materials, including project managing catalog and packaging creation and producing PowerPoint slideshows for high-impact sales presentations. On press tours, visited numerous high-profile consumer and industry publications; presented products and story pitches based on marketing strategy. Conducted market research and analysis to inform product development, marketing strategy and business strategy. Created distributor and sales representative support channels.

/S: SELF EMPLOYED

Freelance Marketing Consultant and Graphic Designer/Illustrator

Hillsboro, Oregon, 2008 - 2020

Directed and managed social media campaigns for small companies on multiple platforms including Facebook, Twitter and Instagram. Strategized with stakeholders to produce key messaging that defined and supported brand and value propositions. Wrote and distributed business communications to drive press interest in target products. Designed high impact graphics, packaging and online content promoting consumer engagement across messaging platforms. Project managed Microsoft SharePoint Server installation and setup to enable corporate management of critical policy manual documentation. Collaborated with multiple stakeholders to ensure key deliverables were met.

Sharepoint Consultant

Spokane Eye Surgery Center

Spokane, Washington, March 2014 - June 2014

Project managed Microsoft SharePoint Server installation and setup to enable corporate management of critical policy manual documentation Collaborated with multiple stakeholders to ensure key deliverables were met CORESTAFF Services Marketing Manager for Microsoft (1 year contract) 2007 - 2008 (1 year)

Redmond, Washington Supported the Unified Communications (UC) group and the Information Worker group - specifically in the Analyst Relations (AR) and Public Relations (PR) team. Supported multiple projects such as the revamp and management of the UC team Sharepoint site, analyst conference attendance (Forrester, Gartner, VDC), video interviews at a roadshow event and the relaunch of a viral internet campaign. Collaborated with team to develop and refine PowerPoint presentations used by executives in major product launches.

/V: VOLUNTEER WORK

Community Vision | Assistive Technology Lab, 2004

Created documents outlining various assistive technologies' features

Salnavé Elementary School PTA, 2015

Researched and presented comparable schools' approaches to outdoor equipment retention

Taproot Foundation, 2007-2008

As a Pro-Bono Marketing Manager I collaborated with other marketing professionals to assist a local food bank and created key messaging to be used for branding during a capital campaign. I conducted numerous interviews of volunteers, board members and clients to mine intelligence such as target audience, organizational strengths and weaknesses, and unique value propositions

/E: EDUCATION

The Evergreen State College, 1994 - 1998

Baccalaureate, Humanities, Fine Art

Wells College, 1998

Fine Art, Study Abroad Program, Paris

School of Visual Concepts, 2002 - 2005

Graphic Design