

Maiden
Anne Platt Haddad *divorced new last name 3-27-75*
6700 La Cadena
El Paso, Texas 79912
833-3312 / 545-1800

RESUME

OBJECTIVE: To seek a position in advertising as a career opportunity. I would like to utilize my public relations and retail promotional experience, focusing in the area of marketing.

EDUCATION:

- 5/71 Graduate of Coronado High School / Typing 1, and 2, General Office Practices, Business Machines, Business Communications, Public Speaking, four years of Art as an elective subject.
- 8/72-5/73 Tobe Coburn School for Merchandising Careers, New York City / Typing, Business, Business Communications, Public Speaking, Color and Design, Fashion Writing.
- 9/73-1/76 UTEP / Accounting 1, Marketing 3101, 3102, Public Speaking, Journalism 3101, News Writing and Reporting, Mass Communications (Radio and Television).

JOB EXPERIENCE:

- 10/31/83 to Present Big Smith, Inc. - Assistant Merchandiser.
Duties: Assisted in all facets of designing and presenting a new line of apparel (including new line catalog). Communicated with other major manufacturing companies to contract their goods in Mexican factories. Job entails follow through, detail work, good communication skills with fabric mills, trim resources, co-workers, and other manufacturers.
- 5/83 to 10/30/84 Gene Horn Oldsmobile - Administrative Assistant to General Manager and President.
Duties: Typing, all correspondence, place new car orders, preference listing vehicles, coordinate follow-up calls for sales and service departments, familiar with the Direct Communication Systems computer terminal. Coordinated promotions within 4 dealerships.
- 7/82 to 5/83 The Coffee Emporium - Asst. Manager, Bookkeeper.
Duties: Accounts receivable and payable, payroll, placing and cancelling order, all correspondence with manufacturers, damage claims.
- 1/81 to 4/82 Valentines - Proprietor
Duties: One of four owners, responsible for special events, advertising, displays, and accounts payable. Sportswear buyer.
- 1/80 to 1/81 Mannequin Manor School for Fashion Careers - Instructor.
Instructor for Career Images, and Fashion Director courses.
- 2/79 to 1/81 Haddad Birkelbach Associates - Partner
Duties: Developing and coordinating promotional events for small specialty shops. Developed complete advertising campaigns, including radio, television, and print media services.

9/78 to 12/79

Joske's - Special Events and Fashion Coordinator.

Duties: Developed and coordinated all events in all departments of the store, and employee activities. Public representative for Joske's in civic activities. Advertising coordinator for local market. Coordinated all publicity, which resulted in strong media contacts. Planned, directed, publicized professionally instructed class and seminars in all areas of public interest. Supervised one department assistant, and 35 high school age Teen Board members. Position directly under the Corporate Special Events Director, San Antonio Texas.

5/77 to 9/78

The Popular - Special Events Coordinator.

Duties: Planning, organizing, directing, publicizing and supervising promotional events for all departments. Responsible for supervising 35 Teen Board members. Coordinated all teen and children's department fashion events. Authored an in-store communications bulletin to inform employees of up-coming events. Wrote press releases and coordinated directly with newspapers and television for event publicity.

9/76 to 5/77

The Popular - Assistant Buyer, Junior Contemporary Department.

Duties: Clerical responsibilities included keeping inventory books, merchandise journals. Other duties included communicating with sales floor about up-coming sales and promotional events, working with the advertising department on ad merchandise, written and verbal communication with manufacturers, and maintaining buying office during the absence of the buyer.

1/76 to 9/76

Plaza Theater Tourist Information Center - Supervisor.

Supervised two clerks. Responsible for developing and maintaining El Paso's first in-city information center for motor tourists in an historical landmark. Test project of the Tourist and Convention Bureau and The Women's Department of Chamber of Commerce. Trained by the Texas Highway Department. In addition to regular duties, traveled to tourist association conventions promoting El Paso and it's convention facilities, and arranging special convention tours of El Paso's points of interest for VIP visitors.

- SKILLS:
- A. Spanish - read, write, and speak fluently.
 - B. Clerical
 - 1. PBX phone system
 - 2. Typing approximately 50-60 words a minute.
 - 3. Bookkeeping / accounts payable, and receivable.
 - 4. Payroll.
 - 5. Speed writing.
 - C. Writing Skills
 - 1. Maintained good press and media contacts.
 - 2. Can produce good press releases and news stories.
 - 3. Write ad copy.
 - 4. Compose good business letters, and memorandums.
 - 5. Has authored employee communications news sheet.
 - 6. Can produce pamphlets and brochures for PR purposes.
 - 7. Can produce merchandise catalogs.
 - D. Good Personal Relations
 - 1. Managerial and supervisory experience.
 - 2. Good experience in dealing directly with the public.
 - 3. Experienced in public speaking in a volunteer and professional capacity.
 - 4. Good communication skills.
 - E. Leadership Skills.

VOLUNTEER ACITIVIES:

Junior League of El Paso
Women's Department of the El Paso Chamber of Commerce
El Paso Symphony Guild
National Council of Jewish Women
1977 United Way Volunteer Bureau - Volunteer Week Publicity Coordinator
1978 Kermazar - Auction Committee
78-81 Volunteers in Public Schools - two term board member in charge of PR
and Recruitment
1980 Sun Bowl Association - Court Duchess Committee member
1981 Sun Bowl Association - Coronation Director
1982 Sun Bowl Association - Court Coordinator
1982 In-Sights Science Center - Auction Committee
1983 Junior League of El Paso - Future Planning Committee
1983 Ronald Mc Donald House - Mc Donald Fun Run

REFERENCES:

Edward Schwartz, Vice President
Popular Dry Goods
Texas, Mesa, and San Antonio Streets
El Paso, Texas 79901
532-7755

Ms. Linda Bailey, Corporate Special Events Director
Dillard's
c/o Special Events Office
P.O. Box 13179
San Antonio, Texas 78284

Corrine DeGarmo, Store Manager
Joske's
Cielo Vista Mall
El Paso, Texas 79925
779-1313

Mr. Bernie Rudner, Executive Vice President
Big Smith, Inc.
4849 N. Mesa #203
El Paso, Texas 79912