

Karen Fraser-Middleton

OBJECTIVE

Provide practical marketing consulting to customer-focused organizations. Identify needs, develop plans, implement marketing tactics and meet goals through innovative solutions.

QUALIFICATIONS

- Proven ability to plan and implement marketing strategies
- Consistently innovates, improves and differentiates
- Motivates teams with high energy, enthusiasm and leadership
- Outstanding speaker, facilitator and writer

ACHIEVEMENTS

Established model marketing program, winning the American Marketing Association Excellence in Marketing Award for increasing business 261% with direct mail and publicity.

Managed introduction of new products, conducted research, developed the marketing strategy, sold to distributors, negotiated cooperative promotions and conducted media relations campaign. Publicity in *USA Today*, *New York Times* and other promotion sold over 20,000 units.

Developed plan, conducted research, provided training and created direct mail, sales materials, and press releases, resulting in 35% growth per year for five years, and named 12th Fastest Growing Company in the East Bay and 34th Fastest Growing in the San Francisco Bay Area.

Trained college students and clients, facilitated marketing strategy sessions, testified during public hearings and made presentations at conventions that were highly rated.

Won awards and lead professional association to quadruple cash reserves, introduce web page, secure sponsors, enhance programs, add services and establish profitable partnerships.

Initiated, planned and implemented organizational changes for association representing 350 businesses. Conducted research, developed customer-focused strategy and changed corporate mission. Customer service and communication received highest rating on subsequent survey.

Organized community relations events that involved 40 vendors, used 60 volunteers and attracted 1,200 people. Promotions were covered by business press and prime time TV news.

EXPERIENCE

Marketing Consultant	Marketing Action, Inc. Loomis CA	1995-present
Marketing Manager	Aircon Energy, Sacramento CA	1994-1995
Marketing Manager	Hacienda Business Park Owners Association, Pleasanton, CA	1984-1994
Services/Transportation Manager	Hacienda Business Park Owners Association, Pleasanton CA	
Communication Specialist	Schlage Lock, San Francisco CA	1983-1984
Assistant Planner	Metropolitan Transportation Commission, Oakland, CA	1981-1983

EDUCATION & ASSOCIATIONS

B.A., Economics, University of California, Berkeley
Sierra College Marketing Instructor and Dale Carnegie Sales Course Group Leader
American Marketing Association, Board member & President 1989-present
Commercial Real Estate Women, Committee member 1994-present
Public Relations Society of America 2002-present