

Sally Aderton

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QUALIFICATIONS

- Marketing management from concept to design via print using InDesign, digital, and social media vehicles
 - Relationship building, maintaining customers with longevity for mutual benefit
 - Leadership skills, take initiative as a self starter
 - Excellent communication skills both written and oral
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PROFESSIONAL EXPERIENCE

IZALE Financial Group

Marketing Manager (8/2013-Present)

- Oversee and execute company digital newsletter, print collateral, brochures and advertising campaigns
- Create Email marketing with Constant Contact
- Set up and maintain all social media accounts including Facebook, Twitter, Yelp and LinkedIn
- Designed and maintained Weebly website

Waltham and Rutland School Districts

Substitute Teacher (1/2019-Present)

- Work in grade school classrooms
- Follow and facilitate substitute teacher lesson plans
- Prepare daily reports for teacher
- Monitor safety of children in class, during recess and lunchtime, providing conflict resolution
- 1:1 tutoring in reading and math with special needs students

American Marketing Systems Inc.

Manager/Recruiter/Realtor (2/2003 -1/2018)

- Recruited and managed high level sales teams
- Created international internship program hiring, mentoring and training young adults
- Organized and presented for staff events, seminars and trainings
- Negotiated contracts for buyers and sellers of real property statewide as a licensed California Realtor
- Extensive knowledge of complex contracts, legal protocols and procedures

Intuitive Arts & Sciences

Personal Business Consultant (1/1986 to Present)

- Work with diverse populations as personal advisor, healer and life coach
 - Content creator for digital presence, branding consultant, and print collateral for small businesses
 - Develop and implement brand identity for websites, mail and email campaigns
 - Public speaker, teacher and workshop facilitator
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EDUCATION

Master of Liberal Arts & Science, Major-Creation and Spirituality
Naropa University, Boulder, CO

Bachelor of Science, Major-Anthropology, Dual Minor-Sociology and Women's Studies
Northern Illinois University, DeKalb, IL

VOLUNTEER

Board Member, German-American Chamber of Commerce
San Diego, CA, 1/2004-1/2010