

Charoletta Anderson King

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Experience & Skills

Professional Summary Confident and skilled campaign manager for churches with more than 13 years of successful experience in online advertising. Expertise in the principles of church and community marketing, advertising, search engine optimization, consumer demographic research, and keyword utilization. Solid leadership ability and demonstrated results when working on a team. Extensive knowledge of marketing church budgets, online expenditures, advertising planning, and other types of promotional spending. Capable of incorporating marketing research studies to help better position advertising campaign materials.

Campaign Experience

MONTH 2015 - NOW

Church Campaign Manager

- Lead the marketing team in designing and implementing online advertisements for products and services offered by the company.
- Collaborate with other church staff members in product development, budget, purchasing, and management to determine the advertisement's message and goal.
- Use sound online advertising placement strategies to select best spots for ad locations, resulting in a 40 percent increase in name recognition.

JUNE 2007- APRIL 2015

Campaign Manager

- Reviewed all advertisement copy, design layouts, and ideas for the promotions team before campaigns went live online.
- Determined where advertisement dollars should be spent for online ad placement campaigns by using budgetary forecast data and financial history details.
- Recognized with a top viral video online advertisement campaign with an award for best marketing team at industry awards.

FEBRUARY 2004- JUNE 2007

Campaign Manager

- Created engaging online advertisements that were 60 percent more likely to be clicked on by computer users.

- Analyzed online consumer habits data, product specification information, and seasonal trends to help plan and implement a successful online advertising campaign for a new product.
- Negotiated special rates for ad space on a popular network of websites and saved the company more than \$30,000.
- Responsible for payroll consisting of democrats party campaign for block walkers, polls workers, campaign dialer etc.

Work Experience

SEPTEMBER 2010- APRIL 2014

South Houston Medical & Rehab

CEO

Manage 10 – 20 employees. Prepared annual budget, accounting for payroll and order medical supplies. Provide counseling for the use of medications, assist with anesthesia, prepare surgical tools/tables for surgical procedures and record height, weight and vital signs. Administered B12/lip injections. Set appointments for Chronic pain patients. Taught sex education courses for young adults.

JULY 2000-MAY 2012

ST. Julian Properties

REAL ESTATE AGENT

Solicited prospective clients who wanted to buy and sell properties. Conferred with clients to determine their buying and selling needs. Obtained appropriate written agreements from property owners who want to put up their properties for sale. Determined prices of properties by comparison with other properties and in accordance to market rates. Act as an intermediary between buyers and sellers akin to prices and negotiations. Handled conflicts and disagreements between parties. Ensured that all property related paperwork is complete and accurate. Worked with real estate appraisers, escrow companies and title companies to ensure smooth deal closure.

AUGUST 1989-FEBRUARY 2000

Houston Police Department

REAL ESTATE AGENT

Transcribed, typed and prepared a variety of police reports from audio and videotapes. Processed and maintained a variety of police records and documents. Submitted records for court data entry. Worked from audio tapes to transcribe a variety of police reports such as crime reports, incidents, traffic accidents, internal affairs investigations and verbatim interviews.

Worked from videotaped crime scene reenactments and videotaped interviews to transcribe verbatim conversations. Proofread work to ensure proper English usage, including grammar, spelling, punctuation, and sentence structure. Maintained activity logs and work records.

Education

OCTOBER 2011

Esoteric Interfaith Theological Seminary

Houston, Texas

Doctor Of Philosophy In Religion | Counseling Degree

2010

St Augustine School of Medical

Augustine, Texas Medical Assistant

JUNE 1988-MAY 1922

Abilene Christian University Abilene, Texas

Major: Business

Minor: Medical Graduated

Skills & Other Experience

QuarkXPress

Photoshop

Image Ready

MS Project

Crystal Reports

Microsoft Office (Word, Excel, Access, Powerpoint)

Marketing Strategies & Campaigns

Corporate Communications

Creative Team Leadership

Product Positioning & Branding

Web & Print Content Development

Focus Group & Market Research

Development of Training Materials

Sales Collateral (20+ Years)

Public & Media Relations

New Product Launch

Professional Experience

Other Information

Achievement Campaigns

- Mayor Sylvester Turner

- Sheila Jackson Lee
- Councilwoman Dr Leticia Plummer
- Judge Juanita Jackson
- Judge Deidre Davis
- Micheal Kubosh
- Wanda Adams
- James Guillory
- Dwight Boykins
- Cynthia Ginyard

Community & Professional Activities

Ladies of Distinction

Best kept Secrets Founder

Volunteer Member for the Boys & Girls Club of houston

Alpha Kappa Theta Kai

Greater Grace Outreach

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