

Karie Croes

p. 310.880.4874
e. karie@croesgroup.com

EDUCATION

UNIVERSITY OF MINNESOTA

Bachelor of Arts, May 2006
Major: Professional Strategic Communication
Minor: Business Management / Marketing

Minneapolis, MN
Sept. 2002 to May 2006

EXPERIENCE

PAUL MITCHELL Marketing Coordinator

- Develop strategic marketing programs, promotions and materials for chain salons
- Manage product launches and events for chain salons
- Team with creative, education, and show departments to achieve brand strategy and sales synergy
- Coordinate and attend trade shows and trainings
- Work with VP Corporate Accounts Sales Directors to grow sales with Regis Corp., JC Penney, and Ratner
- Review magazine ad billing for accuracy
- Coordinate production mockups and photo shoot materials
- Oversee DVD shoots for product launches into chain salons
- Analyze corporate and customer sales numbers

Beverly Hills, CA
Sept. 2007 to present

REGIS CORPORATION Assistant to VP Travel & Incentives

- Manage Executive Travel Arrangements for the CEO and Senior Corporate Officers
- Coordinate Onsite Conventions, trade shows, and incentive travel
- Manage Corporate Jet, Process Passport and Visa Requests
- Organize Executive Itineraries, Including the CEO
- Maintain VP Calendars, Schedule, Email and Phone Calls

Minneapolis, Minnesota
Jun. 2006 to Sept. 2007

Regis Corporate Internship Program

- Assisted Director of Operations, Trade Secret Division
- Participated in National Retail Site Visits
- Assisted with Retail Store Supervisor Training
- Communicated Corporate Policy to Regional Retail Managers
- Handled Heavy Phone Traffic

Jun. 2005 to Aug. 2005

SPECIAL SKILLS

- Strong Written and Verbal Communication Skills
- Ability to Learn Quickly and Bring New Ideas
- Exceptional Organizational Skills
- Advanced Computer Proficiency
- Proficient on both Mac and PC platforms
- Positive, Self-motivated Team Player
- Judicious and Capable of Handling Confidential Information