

# SHARON ARENA

188 Flax Hill Road, Unit B1, Norwalk, CT 06854 | (732) 966-6160 | Sharon@saltyreddogmarketing.com

## SOCIAL MEDIA MARKETING & PUBLIC RELATIONS PROFESSIONAL

*Offering over a decade of experience in the sales and marketing industry, working within corporate roles such as operations, management, finance and public relations.*

Successful experience in Sales, Marketing and Operations Management. Demonstrated skills in client relationships, branding, public relations, staff supervision and leadership. Proven track record in enhancing productivity and profitability for multiple entities through relationship building, communication and negotiation abilities. Areas of knowledge and core competencies include:

- Project Management
- Team Building
- Strategic Planning
- Event Planning & Management
- Social Media Marketing
- New Business Development
- Marketing Strategy & Consulting
- Email Marketing
- Public Speaking
- Team Management
- Sales Management
- Microsoft Professional

### EDUCATION & TRAINING

#### **Bachelor of Science (BS)**

POST UNIVERSITY, Waterbury, CT  
*Candidate/Concentration in Marketing*

#### **Bachelor Degree**

THOMAS EDISON STATE COLLEGE, Trenton, NJ  
*Nuclear Medicine Residency Program*

### SUMMARY OF QUALIFICATIONS

#### **Operations Management | Sales & Marketing | Event Planning | Consulting**

*Results-driven professional with extensive experience and performance through execution of relationship building, sales and marketing management, business development, short/long term strategic planning and project management.*

✓ Sales & Marketing Management: Motivated employees to achieve performance goals to ensure productive sales and business operations. Generated high-volume sales which created repeat/referral business that created continued sales growth. Create, develop and endorse new sales and marketing tactics for all clients. Monitor weekly growth through social media and google analytics. Promote and educate on product knowledge. Identify and improve organizational development aspects that would improve online and in-person marketing.

✓ Operations Management: Managed daily performance of multiple business locations co-consecutively. Oversaw sales, management, inventory control and compliance. Recruited, trained, and supervised teams of over 20 employees at a time. Developed and managed client relationships to maximize service satisfaction.

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## SUMMARY OF QUALIFICATIONS CONTINUED

✓ Consulting: Trained clients in Social Media, Marketing, Email Marketing and Microsoft applications. Created literature and handbooks for clients to guide them through standards of their training. Trained with groups and corporations with as many as 20+ people using PowerPoint presentations. One-on-one meetings with clients to help them increase sales through learning tactics and strategies. Trained franchisees and management for a major corporation.

✓ Event Planning & Public Relations: Advertised and marketing events through Chamber of Commerce and local business development counsels. Created and executed press releases locally and internationally.

## PROFESSIONAL EXPERIENCE

**SALTY RED DOG MARKETING, LLC**, Norwalk, CT 2016 – Present  
*Owner & Creative Director*

**MERRILL LYNCH WEALTH MANAGEMENT**, Stamford, CT 2015 – 2016  
*Financial Advisor*

**THE BERNIER INSURANCE AGENCY**, New Haven, CT 2014 – 2015  
*Licensed Sales Producer*

**EUROPEAN WAX CENTER**, Central New Jersey Locations 2007 – 2010  
*Operations Management, Sales & Marketing Manager*

## AFFILIATIONS & GROUPS

- FAIRFIELD NETWORK OF EXECUTIVE WOMEN, Norwalk, CT 2014 – Present
  - Board Member – Social Media, Public Relations & Website
- POST UNIVERSITY, Waterbury, CT 2016 – Present
  - Board Member – Marketing Advisory Committee
- NETWORK OF EXECUTIVE WOMEN, Milford, CT 2016 – Present
  - Board Member – Social Media & Website
- GOLD COAST CONNECT, Westport, CT 2017 – Present
  - Marketing & Writing

## LINKEDIN PROFILE

<https://www.linkedin.com/in/sharonarena/>