

BETH PARMER

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Dear Human Resources Director:

It is with your organization that I desire to offer nearly 11 years of marketing management expertise and resourceful insight in strategic marketing methodologies. Having a strong background utilizing a variety of advertising and marketing materials, I am certain that my skills and experience, when linked with the vision of your company, will serve to create dramatic, profitable results.

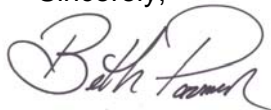
As Assistant Marketing Director for First American Bank, I am consistently energized by opportunities in overcoming promotional boundaries as I work closely with our ad agency and other vendors in achieving new customer acquisition and creating brand awareness using a broad spectrum of media vehicles. With accountability for a 1.2 million dollar budget, I currently offer significant contributions through visible skills in budgeting, data base research, graphic design, production, promotions, project management, sponsorships, and tactical planning.

Having natural interpersonal and communication abilities, I have acquired a solid reputation for effective networking and strategic alliance building among crucial industry resources. During my tenure at First American Bank, I have been able to accomplish the following:

- Developed on-line company store for promotional logo items to create brand consistency and control expenses across regional geographies
- Reduced advertising expenses \$400,000 in 2007 by creating in-house ads, signage, flyers, etc... for multiple divisions of the bank

As there is considerably more to relate, I look forward to our meeting and discussion regarding how I might assist the marketing needs and further advance the visibility of your company.

Sincerely,



Beth Parmer

Elizabeth A. Parmer

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Objective To pursue a career where my talents and experience in Advertising and Marketing can best be utilized.

Experience **2004 - Present** **First American Bank** **Birmingham, AL**
Assistant Marketing Director

- Work with ad agency in developing strategy, creative, television production, media buys, while managing local marketing budget of \$1,200,000
- Coordinate quarterly direct mail campaigns, monitor and report results to Senior Management.
- Research customer base through (MCIF) to improve cross-selling strategies as well as other marketing strategies (i.e. profiling, segmenting, and profitability) for 37 branches throughout Alabama.
- Organize bank sponsorship of Region's Charity Classic
- Manage bank's annual sponsorship of Samford vs. Auburn & UAB vs. Alabama baseball at Region's Park
- Organize branch grand openings and promotions
- Oversee company's branch merchandising strategy and implementation
- Produce annual sales rally for consumer banking: audio/video production
- Create in-house advertising/production for bank and holding company
- Develop and manage company logo specialties; on-line access, budget
- Write and coordinate company press releases
- Design company newsletters monthly

1996 - 2004 **Colonial Bank** **Birmingham, AL**
Sales & Marketing Manager

- Regional marketing contact responsibilities include media buys, ad placements, and managing local marketing budget of \$600,000+/-.
- Monitored product sales, referrals/customer service for 74 branches throughout North Alabama.
- Managed Birmingham Utility staff from July 2000 – December 2003.

Education 1991–1995 The University of Alabama Tuscaloosa, AL
B.A., Communication
Major - Advertising Minor - Marketing

Skills Computer skills in Microsoft Excel, Word, PowerPoint, Access, Adobe Illustrator, InDesign, Photoshop, Acrobat, and Quark Xpress proficiently

References

Mr. James (Skip) Thompson, President & CEO
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