

Laura Yona

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Result-driven problem solver with expertise in **data analysis and online marketing**. Familiarity with planning, analysis, and implementation of solutions in support of business objectives. Hands-on experience developing efficient procedures and processes and training personnel in same. Excel at data gathering & analysis using multiple sources of data. Core Competencies include:

Project Management / New Product Launch / Process Redesign / Creative Problem Solving / High-Impact Presentations / Specifications Development / Research & Development / Expectations Management
Policy & Procedure Development / Product Support and Training / Vendor Research and Relationships
Data Analysis / Marketing Analysis / Data Integrity

TECHNICAL PROFICIENCIES

- ◆ Microsoft Office Suite - Word, Excel, PowerPoint, Access, Outlook
- ◆ Pivot Tables, Pivot Charts & Forecasting
- ◆ Mass emailing systems (ConstantContact, EmailLabs, Emma, etc.)
- ◆ Photoshop/ImageReady
- ◆ HTML/XHTML/CSS
- ◆ Crossplatform (PC/Mac)
- ◆ JavaScript
- ◆ Homesite
- ◆ Dreamweaver
- ◆ Google Analytics
- ◆ Lyris
- ◆ SharePoint

PROFESSIONAL EXPERIENCE

Tutor.com - New York, NY

January 2006 - October 2008

EDUCATION SERVICES MANAGER

Recruited to lead team for new online product from an established company. Marketed ideas and decisions; devised and implemented policies and procedures; wrote specifications for support tools; managed non-technical aspects of inward- and outward-facing projects; created tools specifically designed to increase the efficiency and accuracy of reporting; created marketing collateral (postcards and e-newsletters); produced and sent customer targeted emails and newsletters using mass mailing systems; researched and communicated with vendors; provided management with accurate and timely data / analysis; provided customers with up-to-date information; hired and trained new staff.

Key Achievements:

- Combined and analyzed data from several sources for presentation to investors, resulting in over \$10 million in funding
- Created database to track incoming and outgoing calls in over 20 different categories
- Developed repository of communications, procedures, etc., increasing efficiency of service by 30-50%
- Researched, developed, and implemented sales program, including budgeting, training materials, and collateral pieces
- Created and implemented charity auction program

Jim Moscone Plumbing and Heating - Tenafly, NJ

May 2005 - December 2005

OFFICE MANAGER / DISPATCHER

Coordinated in-house estimates, service calls, emergencies, etc. Collaborated with outside contractors; coordinated with government agencies; provided quality customer service; installed computer systems and software.

Key Achievements:

- Evaluated new scheduling software & trained staff on new scheduling software
- Increased efficiency in scheduling appointments

Fibers Studio - Montclair State University - Upper Montclair, NJ

September 2004 - July 2005

TECHNICAL ASSISTANT

Assisted professor inside and outside classroom as necessary; provided instruction to students when professor was unavailable; maintained and repaired equipment; organized studio supplies and equipment.

Key Achievements:

- Taught various supplemental techniques to students as a class and individually
- Designed new studio space
- Repaired several non-functioning pieces of equipment

Continued...

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Thomson - West (Glasser LegalWorks) - Little Falls, NJ

November 2003 - August 2004

MARKETING ASSISTANT

Created and processed mail patterns and transmittals for marketing campaigns; created weekly, monthly and one-time statistical reports; managed monthly subscription runs for 11 newsletters; processed orders for all print materials, including transmission to warehouse; fulfilled customer requests for missing products, invoices and account information.

Key Achievements:

- Streamlined in-house newsletter retrieval, resulting in 30% increase in efficiency
- Assisted in transitioning existing customers to Thomson-West system after buy-out

Marciano Dental Group - Ridgewood, NJ

March 2002 - November 2003

OFFICE MANAGER / RECEPTIONIST

Responsible for creating a soothing environment for dental patients and ensuring that same met financial obligations. Scheduled all dental procedures and appointments. Developed and implemented reasonable marketing campaigns, calculated and processed monthly billing and weekly payroll, generated weekly and monthly financial and treatment reports, maintained and upgraded computer software and hardware.

Key Achievements:

- Streamlined office and dental supply ordering system
- Upgraded payroll from manual system to Quicken
- Created filing system for accounts payable
- Implemented HIPAA compliance program
- Trained new employees on software and office procedures

Nerve, Inc. - New York, NY

March 2000 - February 2001

DESIGNER

Designed and managed Web sites for a top online magazine on an ongoing basis. Designed site and brand identity for new division of company from concept to completion. Performed design and maintenance tasks for other divisions.

USA Network - New York, NY

March 1999 - March 2000

ONLINE PRODUCER

Developed, produced and maintained program specific site areas for a major cable television network from concept to final delivery; read and responded to viewer emails; designed and maintained various show and movie areas on short deadline.

cyberwhirled - New York, NY

January 1996 - present

OWNER / DESIGNER

Design and manage Web sites for small businesses and organizations, including: consultation with clients, graphic design, site development (including HTML, CSS, JavaScript, .ASP, etc. as appropriate), vendor relations, contractor relations, site hosting, etc. Portfolio available online.

EDUCATION

Montclair State University - BA, Classics

December 2005

Minor in Archaeology, 3.9 GPA, *Summa Cum Laude*, President of Eta Sigma Phi (National Classics Honors Fraternity)

The Art Institute of Dallas - Associate of Applied Arts, Multimedia Production

December 1997

Awarded Most Outstanding Portfolio in Multimedia Production

MILITARY

United States Air Force

August 1992 - November 1995

Honorably discharged with rank of E4