

# MARY E. GIPE

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## HIGHLIGHTS OF QUALIFICATIONS:

- Dedicated and enthusiastic professional that is equally successful working independently as well as collaboratively in team environment
- Exceptional ability to quickly master new software and apply its full range of capabilities
- Effective skills in troubleshooting and solving computer problems
- Committed to quality service and customer satisfaction

## SUMMARY OF SKILLS:

- Extensive marketing and management skills
- Computer expertise in HTML, CSS, XML, AdobeCS3: Photoshop, Dreamweaver, Flash, Illustrator, Final Cut Pro, Frontpage, Internet, MS Office, PC and MAC platforms
- Development and maintenance of websites
- Excellent oral, written, and interpersonal communication skills

## PROFESSIONAL EXPERIENCE:

11/06 – present

**Integrated Access Corporation**, Wayne, Pennsylvania  
*Retention Specialist / Telesales Representative*

- Pharmaceutical sales for CSL Behring, King of Prussia, Pennsylvania
- Determine problem areas of account and decide corrective action to retain account
- Analyze data of medical facilities to determine usage and needs
- Campaign assignments for Georgia-Pacific, Atlanta, Georgia
- Marketing new launch for Sanford Company, Chicago, Illinois
- Trained on Oracle/Siebel CRM Systems

06/02 – present

**Freelance Web Designer**, Wilmington, Delaware  
*Webmaster*

- Create and maintain websites, including [www.hackspoint.com](http://www.hackspoint.com)

11/82 – 11/06

**Sara Lee Intimates**, Dover, Delaware  
*Account Manager*

- Market Playtex/Bali/Hanes products to maximum number of established accounts and prospects
- Initiate specific merchandising activities to stimulate account purchases
- Develop and execute merchandising sales and promotional events for specific accounts
- Program UPC scanners for inventory wand for EDI and VMI accounts
- Analyze and adjust inventories according to turn rate
- Plan and coordinate account advertising and merchandising P.O.P.
- Guide major retailers on launching and marketing websites, including [www.isaacstultan.com](http://www.isaacstultan.com) and [www.essentialapparel.com](http://www.essentialapparel.com)
- Market launch of new B2B website for Sara Lee, including training 350 retail stores in usage
- Create promotional print layouts for special marketing campaigns
- Provide desktop support write inquiries

## EDUCATION:

**Delaware College of Art & Design**, Wilmington, Delaware  
*Student in HTML and CSS Design Fundamentals*, 01/08 -- present

**Wilmington University**, New Castle, Delaware  
*Master of Science in IST Web Development*, January 2008

**Wilmington University**, New Castle, Delaware  
*Management Information Systems (MIS) Advanced Study*, December 2006

**Wilmington University**, New Castle, Delaware  
*Bachelor of Arts in Communication Arts*, August 1982