

KELI T. VICE

SUMMARY OF QUALIFICATIONS

- Sixteen years experience writing and editing for trade and consumer audiences in marketing, public relations, print publication and the Internet.
- Able to understand complex technical issues and communicate effectively to non-technical audience.
- Well versed in current Internet business models, technologies and trends.
- Outstanding project management skills in competitive and demanding environments.
- Skilled copy editor – fine-tuning content for maximum effect, relevance and accuracy.

PROFESSIONAL EXPERIENCE

VICE COMMUNICATIONS / Santa Rosa, CA 2006 - present

Independent Consultant – April 2006 - present

- Established consultant business focusing on wine industry communications and internet marketing services.

ALLIED DOMEQ WINES, USA / Healdsburg, CA 1998 - 2006

Internet Marketing Manager - June 2001-2006

- Migrated web program to customized content and e-commerce management platform, integrating brand, hospitality and consumer direct objectives.
- Initiated CRM programs, including email campaigns, promotions, e-commerce and other online activities.
- Developed 17 new consumer brand web sites, divisional corporate intra/extranet, store locator function for consumer brand sites.
- Managed multiple web agencies to ensure web site alignment with corporate and brand strategy.
- Created annual e-communication brand plan to support offline brand promotions and strategies; manage program against \$600K multi-brand budget.
- Developed e-commerce and CRM programs to drive traffic to hospitality centers, grow wine club membership and deliver online sales – all in line with brand strategy and objectives.
- Conceived, wrote and implemented numerous wine & food content features, email campaigns, promotions and on- and offline traffic-driving programs.

Marketing Communications Coordinator – Jan. 2000-June 2001

- Developed marketing content for all wine brands; edited marketing collateral materials and PR copy; managed redevelopment of intra/extranet.

Communications Specialist – Nov. 1998-Jan. 2000

- Created wine notes, brand PR materials, wine education materials, press releases and marketing content; managed shipment of wine samples to wine writer database.

LUTHER BURBANK CENTER FOR THE ARTS / Santa Rosa, CA 1995 - 1998

Manager of Publicity & Promotions

- Spearheaded redesign and expansion of LBC collateral materials, including *Events Magazine* (circ. 100,000)
- Responsible for advertising, marketing and promotional plans for 100 events per year; solicited press coverage from Bay Area media; designed and placed all print and broadcast advertising; analyzed ticket sales patterns and implemented new and responsive marketing strategies; provided art direction and solicited print bids for major graphic projects; established and oversaw annual PR/Marketing budget.

MOBILE FIDELITY SOUND LAB / Sebastopol, CA

1993 - 1995

Publicity Director

- Created press releases, catalogs and brochures; solicited national print and broadcast media coverage; maintained working relationships with large media database; coordinated company participation in major trade shows; maintained thorough knowledge of a variety of proprietary new developments in analog and digital technology.

DESIGNERS WEST MAGAZINE / Los Angeles, CA

1991 - 1993

Associate Editor

- Created and supervised all regional editorial pages, including news, art reviews and industry reports; developed special “advertorial” sections; researched and developed feature stories; represented magazine at major industry functions in the US and Europe; copy edited all editorial sections; managed editorial assistants and interns.

EDUCATION

UNIVERSITY OF CALIFORNIA, LOS ANGELES / Los Angeles, CA

Bachelor of Arts / English - 1991

TECHNICAL EXPERIENCE

Experienced in MS Word, Excel, PowerPoint, Access; Adobe PageMaker, Photoshop, Acrobat; Internet software including Homesite, FrontPage, FTP packages, SupportSuite Content Management System, Web Trends; Filemaker Pro, Lotus Notes. Comfortable on both PC and Mac platforms.

Skilled in translating marketing requirements into technical solutions and communicating technical solutions to marketing personnel.