

Shari Schurr

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EXECUTIVE SUMMARY

Relationship Builder • Dedicated & Driven Professional • Successful Marketer

- Professional services and product marketing expert known for fostering long-term genuine relationships with individuals, corporations and foundations.
- Completed Florida Real Estate Institute Sales Associate Course, Scored 92 on the Class Final Passed the Florida State Real Estate Exam, 8-1-2013
- Skilled in the design, implementation and facilitation of marketing plans to communicate organizational messages to alumni, donors, internal and external clients.
- Regarded as a reliable, "leads by example" marketer with earned confidence and trust for taking excellent care of individual and organizational needs.
- Skilled in managing timelines and maintaining composure through challenges.
- Demonstrated long-term success in all phases of the RFP process
- Proficient in the use of CRM database programs and MS Office Suite
- Available to travel as needed

CORE PROFICIENCIES

Marketing Campaign Planning
Team Management and Leadership
Event Planning & Management
Self-Starter, High Degree of Initiative

Strategic Marketing Plan Development
Public Speaking/Presentations
Project/Program Management
Computer Technology/Database

PROFESSIONAL EXPERIENCE

SNC-Lavalin Transportation USA Inc.

Oct. 2011-Present

Business Development Manager

Designed and manage the marketing and business development program for SNC-Lavalin Transportation USA, Inc., one of the leading engineering and construction groups in the world and a major player in the ownership of infrastructure and provision of operations and maintenance services. Created the marketing and growth strategy plans to meet corporate development objectives. Planned and implement the development activity which includes searching, identifying, pursuing and capturing large, complex transportation engineering and construction projects. (\$100M+) Established marketing activities that support comprehensive short and long range plans. Authored marketing, public relations and social media integration plans to increase message exposure and recognition.

Clary & Associates, Inc.

Feb. 1999-Sept. 2011

Vice President Business Development/Director of Marketing

Developed and executed marketing strategies for short and long term marketing plans, managed creative projects and workflow, identified prospects and new market opportunities by gathering intelligence on clients and competitors. Researched industry and related events, publications, and announcements. Created and implemented multi-faceted cross media marketing strategies for utilizing social media to promote the firm and expand on new business opportunities. Recognized by the CEO for leading marketing and public relations efforts through major growth initiatives, improving brand identity throughout the market, and strengthening client relations and client base growth. Enhanced branding by creating, directing and implementing marketing communications, image positioning, advertising, proposals, special events, and tradeshow. Managed annual marketing budget, marketing coordinators and external partners and vendors including artists, designers, photographers, brokers, advertising representatives and media contacts.

Clary & Associates, Inc. continued

Key areas of contribution to the business include:

- Generated 85% increase in new prospect leads by directing and coordinating direct mail campaigns, telemarketing personnel activities, market research, special promotions and public relations. Instrumental in web site design and development, web research and web commerce strategy.
- Launched a complete business image transition involving collateral design and production.
- Promoted image transition through management and coordination of trade show appearances, advertising campaigns, development and execution of direct mail campaigns.

Gate Petroleum, Ponte Vedra Inn & Club/Ponte Vedra Club Realty

Oct. 1997-Feb.1999

Property Manager/Special Events Specialist

Assisted the Property Manager of Ponte Vedra Club Realty with property data records, property visits and tenant relations. Coordinated guest communications and club facility promotions including special events and community activities for the Ponte Vedra Inn & Club.

- Generated property management correspondence, coordinated maintenance and caretaking schedules.
- Created and maintained tenant and property owner database.

Goodrich Aerospace, Engineered Polymer Products

Oct. 1987-Oct. 1997

Market Development Specialist/Government Marketing Representative

- Developed government and commercial proposals and marketing directives.
- Formulated long and short term strategic plans. Developed and managed annual marketing budgets.
- Designed the domestic and international product advertising and trade show strategies.
- Served as the Defense Investigative Service security officer backup.

Created and managed the advertising, trade show and freight and amenity budgets, prepared and managed proposal and quotation responses. Initiated and conducted domestic and international market and competitor analysis to cultivate new business opportunities.

Actively pursued new business opportunities through direct sales and contact with government and commercial customers.

- Secured over \$500,000.00 in product sales annually.
- Successfully managed multi-million dollar U.S. Navy and international armed forces projects.

EDUCATION

Bachelors of Science Degree, Marketing
Jacksonville University, Jacksonville, Florida

Associates of Arts Degree, Business Administration
Florida Community College Jacksonville, Jacksonville, Florida

PROFESSIONAL ACTIVITIES

- Jacksonville Sister Cities Association (JSCA) Board Member, City of Murmansk Russia Co-VP 2012-Present
- Regional Community Institute of Northeast Florida Member /Natural Resources Committee Member, 2009-Present
- American Society of Highway Engineers (ASHE) Membership Committee, Committee Member 2011
- Society for Marketing Professional Services (SMPS NF), Director of Legislation, 2012-13, Past President 2011-2012, President 2010-2011, President Elect 2009-2010, PR/Communications Director 2008-2009, Education Committee Member 2008-2009
- Northeast Florida Builders Association (NEFBA) Commercial Builders Council, 2011 Chair
- Support our Port Community Campaign, One of the founding members 2011, Director of Special Events 2011-2013
- Urban Land Institute (ULI) Membership Committee, 2010-2011 Co-Chair
- Women in Transportation (WTS) Programs Committee, Committee Member, 2010-2011
- Mandarin Toastmasters, Vice President Public Relations, 2011, Member since 2010
- Duval, Clay and St. Johns County Chambers Member, 1999-2010
- Association of Information Technology Professionals (AITP) 1999-2000
- National Association of Industrial and Office Properties (NAIOP) 1999-2000
- Surface Navy Association (SNA), February 1995-October 1997
- American Society of Engineers (ASE), February 1995-October 1997
- Submarine League, March 1995-October 1997
- National Property Management Association, Inc., April 1992-February 1995

HONORS & AWARDS

- Certified Professional Services Marketer (CPSM) Similar to the study and testing for CFRE
- Distinguished Service Award, Society for Marketing Professional Services (SMPS NF) 2010
- Northeast Florida Regional Leadership Academy Graduate 2009
- Society for Marketing Professional Services (SMPS NF) Member of the Year 2008-09

COMMUNITY INVOLVEMENT

- Sister Cities International Annual Conference Volunteer
- Pine Castle, Volunteer, Building Campaign Fundraiser, Special Events Committee Member
- J.P. Hall Senior Children's Charity, Volunteer, Fundraiser
- Reality Check First Coast Facilitator, Volunteered as a facilitator for the Reality Check First Coast visioning event and town hall meetings. Reality Check First Coast was a visioning exercise designed to bring regional leaders together to create alternative growth scenarios for our region through the year 2060.
- FHBA (Florida Home Builders Association) Legislative Trip, Met with State Representatives to bring issues of importance to economic growth to their attention. Participated as part of the Northeast Florida Builders Association (NEFBA) delegation.
- Vote No on Amendment 4 Campaign, Coordinated Speakers, Rally Organizer, Fundraiser, distributed campaign literature to help educate voters.
- CCNA (Consultants Competitive Negotiations Act), organized speaking opportunities, distributed information, contacted State Representatives.
- Annual UNF Clay Shoot Volunteer