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### ***Summary of Qualifications and Skills***

- Over 20 years experience in marketing, corporate communications and public relations
- Thorough understanding on the value of integrated marketing strategies and plans
- Strong managerial, interpersonal and communication skills
- Excellent multi-tasking, organizational, and time-management skills
- Ability to thrive in a demanding environment requiring a high degree of deadline-driven productivity, commitment, adaptability, communication, initiative and follow-through
- Strong attention to detail and commitment to delivering quality results

### ***Professional Experience***

#### ***JSD Marketing***

JSD Marketing is a “virtual” full service marketing communications company.

#### **Independent Marketing Specialist**

**August, 1999 – Present**

Owner of JSD Marketing, I work on assignments ranging from creating, implementing and following through on complete strategic marketing plans to that of supporting special marketing projects. Most of the marketing projects are multi-faceted so I have developed a network of independent professionals who provide niche services to supplement my skills such as writers, graphic designers, researchers and more. In this virtual team environment, I serve as a project manager to ensure that each assignment remains focused, within budget and on schedule. My assignments include:

- Creating and implementing 1 to 5 year strategic customer-driven marketing plans.
- Consulting and guiding company owners, presidents and upper management on the value of an integrated strategic approach to marketing.
- Managing the creation and placement of advertising.
- Managing Trade Shows including selection of show, creation of exhibit and staffing.
- Creating and managing company Web Sites.
- Creating and implementing aggressive PR programs that include articles, industry case studies, Company personnel updates and product releases to both local and targeted industry media.
- Creating and printing sales support material.
- Managing Market Research projects that studies target markets opinions of specific products and services. These projects include both telemarketing and print surveys and require the analysis of the data.
- Creating company images including logos, stationary and business cards.

### ***Chick Workholding Solutions, Inc.***

Chick Workholding Solutions, Inc. is a privately held company that specializes in the manufacture of workholding systems for machining centers.

#### **Marketing Manager**

**May, 1996 – August, 1999**

Accountable to the owner, I was responsible for the development and implementation of all marketing activities with an objective of “pulling” a product through a network of authorized representatives and distributors. Specific responsibilities included strategic planning - both long term and short term - market research, advertisement creation and placement, literature development, development of training seminars, trade show management, new product development, competitive analysis, and the development of editorials and case studies. I was responsible for the supervision of 2 full time employees and numerous freelance artists and agencies. My accomplishments were:

- Created and maintained a new overall image for the company.
- Established a pro-active marketing plan including advertising, PR, promotional campaigns, regional and national trade shows, and training seminars.
- Created new sales support material including an informative catalog and capability video.
- Implemented marketing policies and procedures that maintained control for the company yet created excitement at the distributor and representative level.
- Assisted Sales Manager with the development of market channels, pricing and positioning strategies for all products and product offerings.
- Assisted in the development of a customized lead management system.

### ***Contraves, Inc.***

Contraves, Inc., a high technology manufacturing firm, is known internationally for its technical expertise in astronomical telescopes and large optics, ballistic fire control systems, simulation and training systems, and original equipment manufacturing. My job positions were:

#### **Corporate Communications Manager**

**February, 1994 – May, 1996**

Accountable to the President/CEO, I was responsible for a staff of 8 full time employees and a budget of \$1.2M to direct the communication requirements of the corporation. My responsibilities included marketing support, proposal and technical publication support, employee communications and community and public affairs. Within each activity, I maintained control of the corporate image, messages and production to ensure consistency and uniformity. My specific duties were:

- Advised and assisted the product divisions in the development and execution of public relations and marketing strategies consisting of all publicity, advertising, brochures, trade show activity, promotions, videos, meetings, training, and facility tours.
- Managed all employee communications including a bi-monthly company newsletter, an Employee Association, all-employee meetings, employee recognition programs and new employee orientation.
- Directed the preparation of all news releases, maintained media mailing and contact lists, and acted as company spokesperson releasing information concerning the company to the media.
- Managed and controlled the publication of all technical documents including instruction manuals and multi-million dollar proposals.
- Developed excellent relationships with key media professionals and commentators in targeted publications, as well as local media.
- Planned, coordinated and managed all public and community affairs.

**Marketing Resource Manager**

**May, 1988 – February, 1994**

I was responsible for the coordination of all marketing responsibilities for three separate product lines. Specific accomplishments were:

- Developed effective marketing plans consisting of advertising, literature, publicity, trade shows, and promotions which increased awareness of company and customer base.
- Managed all inquiries relating to optical components yielding annual revenue of \$5M.
- Coordinated all marketing activities with parent company, and international agents.
- Completed a marketing research project involving U. S. observatories resulting in a low cost telescope to be marketed throughout the astronomical market.
- Established department-wide database that organized customer base and greatly reduced the amount of generated reports.
- **Promoted to Communications Manager because of dedication, excellent management skills and willingness to get a job done.**

***Bacharach Instrument Company***

Bacharach is internationally known for the manufacture of testing instruments for gas detection, HVAC and diesel testing. My positions were:

**Product Line Manager**

**April, 1984 – May, 1988**

I managed a gas detection instrumentation product line marketed through a network of representatives and distributors. Specific duties included:

- Responsible for pricing and sales forecasting of approximately 50 industrial instruments along with spare parts.
- Performed market research to identify new markets for existing products. Worked in concert with engineering, manufacturing and sales departments to develop product specifications, forecasts, price/volume evaluation and ROI analysis.
- Analyzed positions of competitors and products in related markets.
- Introduced two new products and implemented numerous other promotions to increase sales of mature products.
- Developed and implemented training programs and seminars to train sales force.
- Implemented product news release program that increased sales leads by 200%.

**Customer Service Representative**

**May, 1982 – May, 1984**

Responsible for in-house sales of over 200 accounts. Established an excellent rapport with customers which resulted in two merit pay increases. **Promoted to Product Line Manager within 2 years.**

***Sabatini Refuse Service***

**Sales Representative**

**June, 1981 – March, 1982**

***Education***

University of Arizona  
– 1981

B. S. in Business Administration, Major: Marketing

1976

Juniata College

General Business

1974 – 1976

References available upon request