

# CATHY RANKIN

## **PROFESSIONAL EXPERIENCE**

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### **(2001-Present) Business Consultant**

Independent Consultant to select companies nationwide. Includes contributing to strategic planning and leadership, as well as collaborating on specific business objectives and plans designed to support overall corporate goals. Areas of expertise include marketing and marketing communications, management, public relations and advertising.

### **(2005-2006) iSportsTV – News Anchor/Reporter/On-Camera Host**

- **Anchor** - Anchored weekly news show for action sports company. Responsibilities included gathering and researching information for content, writing and editing copy and feature stories, and on-camera reporting and broadcasting.
- **Reporter/Host** - Conducted interviews with sports pros, sports company executives, fans, and entertainment personalities. Responsibilities included researching material, securing interview subjects, writing stories, formulating questions, participating in production design, script writing and show formats.
- **Spokesperson/Host** - On Camera Personality. Responsibilities included participating in all major events, conducting interviews, interacting with fans, hosting shows, lending image for marketing and advertising campaigns and being known as recognizable “face and image” of the company.
- **Co-Writer** – Responsibilities included writing and editing scripts, articles, news stories, marketing materials, commercial and advertising copy

### **(1999-2002) AZA Events – Owner/CEO**

Purchased, owned and operated an established and successful Event Planning and Destination Management company. Responsibilities included managing small and large-scale events, programs and destination services for fortune 500 corporate clients such as Xerox, Nissan, General Motors, American Express, as well as for smaller, privately owned businesses. Accomplishments included tripling sales revenue in first year of ownership and increasing client base by 25% per year. Sold company for profit in 2002.

- **Event Management** – Created and implemented themed events
- **Destination Services** - Managed all destination services for client functions such as product launches, board meetings, incentive programs, promotional events, and sales meetings. This included responsibility for airport transfers, limo transfers, receptions, galas, hotel negotiations, spouse programs, gift programs, theme parties, tours, registration services and more.
- **Management** - Managed all administrative, marketing, legal and financial responsibilities. Managed permanent staff of four employees, and contracted staff of 25+ employees
- **Sales/Marketing** - Developed and managed all creative concepts and marketing tools for company, including web site, brochures, CD-ROM sales presentations, press releases, advertisements, proposals and more.

- **Leadership** - Developed and implemented all long-term strategic goals and business plans.

**(1995-1999) Lucent Technologies/AGCS – Marketing Communications Manager/Trade Show Director – Public Relations Department**

- Responsible for corporate trade show, conference and customer event budget
- Managed Marketing Staff
- Co-Member of Marketing Communications Team – Team responsibility for all external marketing communications including; graphics, web-site, multimedia, corporate and product brochures, direct mail campaigns, sponsorships, internal marketing processes, press releases/public relations campaigns and advertising
- Appointed liaison for Public Relations Department, working closely with all Sales Teams, Product Marketing Directors, and Executive Leadership Team
- Assisted CEO with specific Marketing and Customer Projects

**EDUCATION**

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**Arizona State University – Tempe, Arizona**

**Bachelor of Science Degree**

- Graduated with a Major in Marketing, Minor in Political Science
- Summa Cum Laude Honors

**Special Achievements**

- Selected by Arizona Woman Magazine as part of the “Who’s Who – Million Dollar Club” annual honors for successful small-business owners
- Named by the “Phoenix Business Journal” as one of the “Top Twenty Event Planners” for the annual edition of “The List” for 1999, 2000 and 2001
- Recipient of the “Exceptional Performance Award” for Lucent/AGCS individual and team honors for 1996, 1997 and 1998