

Kevin Wiley

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PROFILE

- Demonstrated ability to create client loyalty above and beyond the sales relationship
- Strong background in identifying niches and using creative marketing approaches
- Skilled in scheduling, coordination, team building, budget/resource allocation
- Self-motivated and focused; comfortable working independently with little supervision and can manage multiple priorities with ease
- Diplomatic and persuasive; adept at communicating and presenting effectively with people of diverse interests and levels of authority
- Creative problem solver with the ability to develop visionary solutions to complex business and technical challenges

EXPERIENCE

MARKETING & SALES

- Built strategic alliances with dozens of Alaska's top tourism companies to establish distribution, make sales, develop ads/programs, and identify industry needs
- Created leads and co-negotiated multimedia advertising contracts with clients such as ORSO/BrewHouse, Rust's Flying Service, ACVB and Alaska SeaLife Center
- Helped negotiate long-term win-win partnerships with potential competitors
- Extensive telephone customer service and sales experience with Williams-Sonoma
- Two summers of retail sales experience of Alaskan art in the \$500 to \$5000 range

MANAGEMENT & ADMINISTRATION

- Managed diverse team of writers, artists, photographers, graphic designers and printers under intense deadlines to launch several new visitor information products
- Provided negotiation strategies and deal structuring support for several complex contracts
- Implemented numerous process management initiatives to enhance employee efficiency
- Co-taught semester-long course in self-development with APU President Doug North

RESEARCH & PRODUCT DEVELOPMENT

- Conducted extensive due diligence on off-the-shelf and proprietary solutions to online travel scheduling and reservation needs
- Researched and wrote early drafts for Alaska Activities Guide, scripted several successful TV ad campaigns and visitor-related programs
- Led teams to develop websites from concept to delivery including www.anchorageholidayinn.com
- Benchmarked competitive products/processes to enhance company performance
- Developed marketing surveys and personally gathered customer preference data

WORK HISTORY

Financial Advisor, Merrill Lynch 2004-
Business Development, Alaska Channel 2002-2004
Substitute Teacher, Anchorage School District 2000-2001
Sales Associate, Portage Glacier Lodge 1996-1998
Catalog Sales Representative, Williams-Sonoma 1994-1995

EDUCATION

Master of Business Administration, Alaska Pacific University 2001-2004 (Dec.)
Bachelor of Arts, Liberal Studies, Alaska Pacific University 1995-2000

PROFICIENCIES

Macintosh and PC systems; Microsoft Office; experience with Adobe Design Suite (Illustrator, Photoshop, InDesign, and Acrobat)

AFFILIATIONS

Students in Free Enterprise (SIFE), member of 2002 Regional Championship team
Sigma Beta Delta, Business, Management and Administration Honor Society
Chevigny Condominium Association, Board member 2000-2002

REFERENCES

Professional and academic references gladly provided upon request