**HELENA V. GREEN**

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**CROSS CULTURAL BUSINESS DEVELOPMENT AND PROMOTION CONSULTANT**

**MARKETING, ANALYSIS, REVENUE COACHING--RUSSIAN MARKETS**

*Specializing in helping companies break into the Russian markets (immigrant and geographic),*

*and in promoting Russian businesses in the US.*

* *Thorough knowledge of the Russian language, culture, regulations and expectations*
* *Understanding of the needs and the desires that dominate Russian market*
* *Understanding of the Russian online tendencies, tools (payments, search, etc.) and current demands*
* *Experience with the Russian legal system, business-related legislature and compliance requirements*
* *Experience in determining niche target audiences for specific products, their “hot buttons” and in creating successful promotions to produce maximum desired response*
* *History of successful promotions with nigh closing ratio (conversions) and high positive ROI*
* *Experienced in market analysis and intelligence, persuasive presentation and PR*
* *History of successful sales and marketing campaigns with high rates of desired response.*
* *A results and profit oriented mindset—as well as the approaches and the motivation to implement it.*

***MA in Business Communications***

**Core Competencies: Background/Experience:**

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| --- | --- |
| * Provide **business development** **consulting, always focusing on business growth and ROI** * Manage overall **business operations**: maintain P&L cash flow, monitor overall business growth and profitability, marketing and PR * Manage internal and **external business communications**, negotiate contracts * Developing and implementing **marketing** **promotions** for improved sales numbers * **Manage the sales funnel** by ensuring continual inflow in new customers, high closing ratios and customer retention and upsells through customer service management, oversee **client retention and** **acquisition** numbers * Monitor and manage overall business regulations **compliance**, and compliance of the marketing materials. * Develop **break-in and revenue improvement business** **growth and development** **strategies** for new or specific niche markets | * **Marketing** and **leadership** formal education (AWAI), organizational and operational experience * 10 + years **quota-based sales experience** * Managing B2B and B2C **marketing campaigns** (Direct mail, Social media, Google, community outreach (key relationship) program, trade shows, etc.) * Making **presentations**, developing proposals * Conducting motivational/training **seminars** * Managing **business partnerships and relations** * Managing vendors, subcontractors andemployees, **building successful teams** * Providing accurate and comprehensive marketing **research, reports and data analysis,** monitor market statistics and trends. Implement this information to improve ROI, response rates, sales numbers, views and other key analytics, as well as the average per customer revenues (ARPU). Make marketing projections/**sales forecasts.**   *National Association of Workplace Development Professionals Member* |

**EMPLOYMENT:**

1996-2012, 2014 - Present: Quick Translation Solutions

Business Localization Program Manager

*Business Administration:*  Manage business development and localization projects for best revenue growth, introducing products and services cross-culturally (B2B, B2C). Provide business development and localization consulting and in diverse markets (legal, medical, educational, government, IT, gaming industry, online auction, online application development, e-books, travel and others), assisting businesses to successfully introduce their product into Russia, the Russian immigrant market, or from Russia into the US. Consult on buying habits, market tendencies, niche audiences and break-in strategies, ROI optimization. Make sure the impact of the marketing message is preserved in translation, monitor key analytics to insure growth and profitability. Assist in evaluating potential expenses and profits, advising on the ways to improve profitability. Review websites, promotional materials and presentations to recommend changes for better results (better impact, better response rates, etc.) Test and evaluate marketing campaigns, suggest content changes for improvement. Ensure adherence to business laws, regulations, and the marketing materials compliance cross culturally. Working with government entities and officials to facilitate permits.

*Marketing:*  Solicit, negotiate and acquire new domestic and international contracts for business linguistic services. Supervise marketing promotions and campaigns, utilizing different channels and approaches for maximum profitability (online, direct mail, info-marketing, etc.). Develop promotional strategies targeting specific audiences for ROI goals: i.e. increase ROI by targeted promotions that appeal to specific audiences, reduce risk perception, use product unique features—such as no set-up fees, bonus offers, money back guarantees and so on—to secure new customers, etc. Plan, create and execute direct marketing and social media campaigns, monitor their ROI and conversion rate, A/B test for improvement, develop systems and processes for creating interests and moving from prospects to established clients. Expand territory by acquiring new accounts, work existing accounts to improve overall sales numbers. Negotiate and acquire new contracts for business services. Develop close relationships with service providers, retailers, purchasing and marketing decision. Manage the affiliate program to ensure profitability, manage vendors and sales teams in ensure revenue growth. Conduct marketing and industry trends research, create reports and use this data to advise on marketing campaigns profitability improvement.

*Management:* Supervise overall business operations. Manage business development and localization projects: scheduling, quality control, performance, delivery under deadlines, etc. Manage translator teams to provide best quality product to the client.

*Client Acquisition and Retention:* Actively develop new accounts by soliciting or cross-selling to business’ decision makers (small and large accounts), generate new leads, work existing leads and referrals. Manage client retention program. Monitor retention rates. Address complaints, resolve program issues.

2011-Present Commercial Insurance Broker

**Insurance Agent/Broker**

*Business development:*  Use available marketing, sales, and statistical data to calculate which marketing approach would return the most ROI, design campaigns, present for approval, supervise implementation. Be responsible to the overall sales numbers and marketing performance. Constantly test and revise marketing campaigns for optimum channel utilization, maximum ROI and minimum implementation costs. Ensure overall business growth. Design and supervise marketing programs to introduce insurance programs to the Russian immigrant market (design promotions with their buying habits and response triggers in mind, monitor their ROI, tweak for improvement). Manager the sales funnel to insure constant growth of the client base, as well as a healthy upsell ratio. Adapt marketing programs to the changes in market and regulatory trends. Performing data analysis and crating reports.

*Client/account acquisition:* Actively develop new territory and acquire new clients. Supervise marketing and promotional campaigns (direct mail, telesales, generating new leads and referrals, working existing leads) Identify and qualify potential leads. Make presentations, close sales. Research marketing data in order to determine best prospects, use it to create marketing campaigns. Work with government compliance specialists to approve marketing materials. Analyze client’s workman’s comp and employee benefit data/rates, recommend better approaches.

*Servicing existing accounts:* Service small, medium and large business accounts. Manage client retention through consistent follow-up, satisfaction and needs assessment. Monitor retention rates, spot potential issues, collect feedback, suggest better retention strategies. Handle renewals, assisting with processing claims. Offer new/additional products through cross- and up-sells.

2003-2012 Extreme Quality Painting, Vancouver, WA

**General Manager-LLC member/owner**

*Business Development***:** Be solely responsible for overall business profitability and growth. Oversee lead generation numbers through in-person presentations and marketing campaigns. Design and implement online, direct mail and telesales promotions and marketing campaigns to ensure maximum profit growth and product introduction across diverse venues. Be responsible to maintain overall growing sales volume. Solicit and manage business partnerships, “keep partners happy” by showing expected numbers, make presentations.

*Sales:* Run online marketing campaigns. Make in-home and on-line presentations, close sales to meet quotas. Build customer relationships. Handle all customer service, give quotes, job estimates, sell jobs B2B and B2C, meeting daily phone call and appointment setting quotas. Make in-home and on-line presentations, close sales to meet quotas. Organize and/or attend trade shows in order to increase product awareness and develop new accounts. Develop and implement online, media and direct mail advertising campaigns. Be responsible for the online sales numbers.

*Management:* Supervise, screen, hire and fire employees and sales contractors. Conduct routine checks, collect information, develop further assistance programs. Train the employees/subcontractors for product knowledge and in sales techniques, set and monitor their sales goals in order to ensure company’s growth. Plan and conduct motivational meetings.

*Analysis:* Collect and analyze sales data, monitor P&L and ROI statements. Monitor market statistics and trends. Suggest marketing strategies. Plan and prioritize management tasks, jobs/workloads and job scheduling. Address customer complaints, collect feedback, use this data to make suggestions for company policies to improve work efficiency and teamwork. Keep all the administrative records for the business.

**EDUCATION:**

American Writers and Artists Institute - 2002

**Master’s Business Development/Direct Marketing**—

2yr. certificate

*Courses in Direct Marketing, Business Development, Sales Psychology, Business Relationship Building, Presentation Mastery and Impact.*

California University FCE, Los Angeles-2012

**MA in Adult Education/Business Communications**

*Courses in Business Communications, Presentation, Business Administration, Management, Motivation, Workplace Psychology, Counseling, Public Speaking and Education.*

**Continuing Education Seminars:**

**Sales and Presentation:**

*--SalesBuzz Inside Sales Improvement Program -- Managing multiple priorities and projects*

*-- Tom Hopkins: Sales Champions -- Results-oriented communication strategies*

*-- Tony Jerry: Presentation Mastery -- Closing a sale*

*--Client Retention Techniques -- Managing multiple priorities and projects*

*-- Building a Winning Team -- Results-oriented communication strategies*

*-- Best Practices for Management -- A reasonable accommodation discussion*

*--Goals and Motivation -- Compliance and independent contractors*

**Linguistics:**

**Honors/Awards:**

* High school: valedictorian
* Flathead Valley Community College (FVCC): graduated with honors
* Rotary club – VIP guest speaker
* Lions club – VIP guest speaker
* Numerous *Thank you* letters from present customers
* ATA Language and Ethics Seminars
* State of Oregon Court Interpreter ethics seminars
* Comprehensive data and research
* Oral, Written Communications and PR
* Creative writing
* Psychology of Language (Linguistics)
* Language and Communications (Linguistics)
* Cognitive Control (Linguistics)
* Ambiguity Resolution (Linguistics)

**References:**

“*Very responsible and reliable… Knowledgeable of professional ethics, and strictly adhering to it*.” Roger Leo, attorney. 520 SW Yamhill, Portland OR 97204 **(503) 222-1414**

*“Strong interpersonal and communication skills… Maintains excellent communication”*

Professional evaluation, Pacific Interpreters, Portland, OR. 707 SW Washington St, Portland, OR 97205 **(503) 223-8899**

“*Good decision making skills*” George Shryock, FVCC, academic advisor 777 Grandview Dr,  
Kalispell, MT 59901 **(406) 756-3668**

“*Determined, quick learner with superb analytical ability. Highly intelligent and versatile*”

Dale Harvey, FVCC professor **(406) 755 – 2229**

“*Upstanding citizen with remarkable integrity*”, Kris Jackola, engineer **(406) 892-1565**