

MARKETING, SALES, & BUSINESS DEVELOPMENT EXECUTIVE

SELECT CAREER HIGHLIGHTS



TUESDAE KNIGHT, MBA

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An accomplished, forward-thinking marketing and communications leader who offers proven expertise in translating brand vision into innovative, engaging promotional events that produce high return and measurable results.

Consistently demonstrates outstanding interpersonal, presentation, and communication skills that create brand synergy in achieving organizational goals.

Recognized for developing rapport and cultivating top-producing relationships with clients and business partners; demonstrates an ability to build high-performance teams that achieve unprecedented results.

- Conducted a Membership Campaign in 2017 that resulted in 223 new members and \$505k up from another campaign in 2015 that brought in 223 new members and \$124K revenue, making the SACC the largest Chamber of Commerce in San Antonio with the highest membership.
- Improved free media exposure to be valued at \$500K while leveraging community relationships to raise \$35K in donations; used funds to provide free community events and healthy activities for children and families.
- Increased revenue by 500% over 8 years through International Traveler program that provides opportunities for CEO's and high level business leaders.
- Utilize bilingual and presentation skills to consistently serve as the facility's spokesperson to multiple media outlets, including Univision, television infomercials, and local affiliates of FOX, CBS, and ABC. Prepare media statements and responses to crisis situations.

PROFESSIONAL OVERVIEW

SAN ANTONIO GROWTH ON THE EASTSIDE (SAGE) San Antonio, TX | 2018

PRESIDENT & CEO

San Antonio for Growth on the Eastside (SAGE) is a non-profit organization serving as an economic development resource for current business owners and potential new businesses moving into our community.

- Oversee \$1.3M budget, 9 staff and Americorps/Vista's in the organization.
- Oversee all operations and business activities to ensure they produce the desired results and are consistent with the overall strategy and mission.
- Work with board members to plan and implement a short-, mid- and long-term strategy for the organization and ensure it is in line with the company's mission.
- Build trust with key partners and stakeholders and act as a point of contact.
- Analyze problematic situations and occurrences and provide solutions to ensure company survival and growth.
- Encourage business investment on the Eastside act as a visionary, and provide leadership for the organization.

SAN ANTONIO CHAMBER OF COMMERCE • San Antonio, TX | 2010 - 2018

VICE PRESIDENT OF MEMBERSHIP & BUSINESS DEVELOPMENT

- Manage a \$2.9M membership budget that includes current and incoming memberships; develops and executes business networking events while overseeing sales representatives, a retention specialist, and a membership coordinator.
- Consistently plan and execute several major events to target current and potential member's participation in networking meetings, member orientations, explosion meetings, and mixers; increased participation 50% by utilizing technology, creative communications, and positive member "buzz".
- Hire, train and manage 5 staff, and manage 2 committees with 100+ volunteers.
- Provide strategic direction in communications, brand management and the execution of marketing plans.
- Developed plan to promote international trips to 18 countries; successfully recruited and accompanied more than 400 SACC members on trips for the purpose of networking and increasing revenue.

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CORE STRENGTHS

COMMUNICATIONS

MARKETING

STRATEGIC PLANNING

BRAND MARKETING

MARKET ANALYSIS

PRODUCT MARKETING

CLIENT & PUBLIC

RELATIONS

DATABASE MANAGEMENT

INTERNET MARKETING

SOCIAL MEDIA

TEAM LEADERSHIP

CREDENTIALS

Fully Bilingual | Fluent
in Spanish & English; Conversational
Portuguese.

MBA | Texas A&M University

BA, Spanish with Teacher
Certificate | Tennessee State
University

Exchange Program
| Universidad de la Catolica,
Montevideo, Uruguay

Certified Etiquette Consultant

Certified YMCA Senior
Directorship | Membership &
Marketing Trainer & Texas Teacher's
Certification

PROFESSIONAL OVERVIEW

YMCA OF GREATER SAN ANTONIO • San Antonio, TX | 2009-2010

DIRECTOR OF MARKETING AND COMMUNICATIONS

- Designed and executed all publicity, press conferences, events and special projects. Served as spokesperson with complex responsibility in media, bilingual communications, and crisis management programs.
- Setup a partnership with a major grocery chain to develop health and wellness programs for 75,000 Texas staff.
- Developed the organization's communication, vision, digital communications and strategic plans and determined the most effective means of execution to ensure successful achievement of stated goals.
- Managed online communication strategy and implementation through regularly published E-newsletters, updated campaign-related websites, and created new media tools to enhance brand.
- Established local media/public contacts and directed production of printed publications; created content for news releases, newsletters, bulletins, pamphlets, directories, posters, and directed radio and audio-visual productions.
- Created and presented annual reports for the CEO, designed a quarterly CEO newsletter, and managed web content.
- Planned and executed successful groundbreakings, dinners, and health fairs to increase brand awareness and sales.
- Supervised two graphic designers during the creative design, production, and distribution of direct advertising pieces for promotional campaigns and strategies through mailers, billboards, and brochures.
- Received 'Rookie of the Year' and recognized for outstanding performance in 2009.

YMCA OF GREATER HOUSTON • Houston TX | 2003-2009

COMMUNICATIONS DIRECTOR (2007-2009)

- Composed newsletter articles, news releases, and internal/external communications while working with local media outlets and advertising/promoting programs and events.
- Participated in YMCA's Mission Trip to Vietnam to build a school for impoverished children.
- Proved vital in building a partnership with the Houston Texans, creating the first NFL and YMCA affiliation.
- Developed and distributed multiple crisis communication pieces during the closure of a 75 year old facility; successfully retained 85% of long-time members who transitioned to the new, state of the art building.

MARKETING AND MEMBERSHIP DIRECTOR (2003-2007)

- Conducted and facilitated marketing presentations to HOA, United Way, YMCA Boards, and others; developed and executed marketing promotions and plans for membership services, retention, and customer service.
- Formulated, directed, and coordinated marketing activities to promote products and services.
- Negotiated contracts with vendors to manage product distribution, defined strategies to increase readership and membership registrations, and built additional distribution networks to reach a broader base of potential clients.
- Lifted branch revenue \$300K and membership units 29% within one year by initiating marketing plans/promotions.
- Hired, trained, and managed 50 staff members across 2 departments; monitored staff performance and prepared and delivered annual performance appraisals.
- Served as a Certified Trainer for How to Acquire Members, Supervision Techniques & Skills, Facility Management, Problem Resolution, and New Staff Orientation.