



## **Christine Atherton**

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***Functional Projects Summary***

Description	Industries	Products	Locations	Role						
				Strategy	Management	Design	Analysis	Implementation	Marketing	Sales
<b>Management:</b> Association Department	Association, Airline, Chemical	Publications, Merchandise	U.S.	√	√	√	√	√	√	√
<b>Management:</b> Third Party Fulfillment House	Association, Airline, Chemical	Publications, Merchandise	U.S.		√		√			√
<b>Management:</b> Vendor Identification and Procurement	Association, Airline, Chemical, Credit Card, Gifts, Travel	Fulfillment House, Ad Agency, Printer, Credit Card Processor, International Shipper, List Broker, Merchandise	U.S.		√		√	√		
<b>Marketing:</b> Marketing Plan Development and Implementation	Association, Airline, Chemical, Credit Card, Gifts, Travel	Publications, Promotional Merchandise, Gifts, Economic Data, Videos	U.S.	√	√	√	√	√	√	√
<b>Marketing:</b> Market Opportunity Analysis	Association, Airline, Chemical, Credit Card, Travel	Publications, Promotional Merchandise, Gifts, Economic Data, Credit Card	U.S.		√	√	√			
<b>Marketing:</b> Direct Marketing Campaign Management (direct mail & e-mail)	Association, Airline, Chemical, Credit Card, Travel	Economic Data, Technical Standards	U.S.		√	√	√	√	√	

Description	Industries	Products	Locations	Strategy	Management	Design	Analysis	Implementation	Marketing	Sales
<b>Marketing:</b> Catalog Development and Distribution	Association, Airline, Chemical	Publications, Promotional Merchandise, Economic Data, Videos	U.S.		√	√	√	√	√	
<b>Marketing:</b> Target Market Research and Assessment	Association, Airline, Chemical, Credit Card, Travel	Business Traveler Benefits Package	U.S.		√	√	√	√		
<b>Marketing:</b> New Product Development, Launch, and Demonstration	Association, Airline, Chemical, Credit Card, Travel	Business Traveler Benefits Package, Technical Standards CD-ROM, Economic Data and Regulatory Tracking Services	U.S. Germany	√	√	√	√	√	√	√
<b>Marketing:</b> Negotiation and Implementation of Partnership Agreements	Association, Airline, Chemical, Credit Card, Travel	Regulatory Compliance & Market Analysis Products, Airline, Car Rental, Hotel & Cruise Services	U.S.		√			√	√	
<b>Marketing:</b> Trade Show Promotional Programs	Association, Airline, Credit Card, Travel	Trade Show Events	U.S. Germany		√	√		√	√	√
<b>Advertising:</b> Print/Radio Ad Design and Placement	Association, Airline, Chemical, Gifts	Publications, Gifts	U.S.		√	√	√	√	√	

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<b>Advertising:</b> Copywriting for brochures, flyers, print and radio ads	Association, Airline, Chemical, Credit Card, Gifts, Travel	Publications, Promotional Merchandise, Gifts, Traveler Benefits Package, Trade Show Events	U.S.		√	√		√	√	
<b>Sales:</b> Telemarketing Sales	Association, Chemical	Publications	U.S.		√					√
<b>Public Relations:</b> Press Release Production	Association, Airline, Chemical, Credit Card, Travel	Publications, Travel Benefits Package	U.S.			√		√		
<b>Customer Service:</b> Management Member and Customer Relations	Association, Airline, Chemical, Gifts	Publications, Promotional Merchandise, Gifts	U.S.		√					√
<b>Fulfillment:</b> Third Party Cost Benefit Analysis	Association, Airline, Chemical	Publications, Promotional Merchandise	U.S.		√		√			
<b>eCommerce:</b> Web Store Management	Association, Chemical	Publications, Promotional Merchandise	U.S.		√	√			√	