

ARLENE COUTEE

JANE TRADESMAN

Accomplished brand marketing specialist and product manager with emphasis on branding, creative direction, communications and cross-department collaboration.

Results oriented leadership through education, training and personal development

A visionary: able to think outside the box and develop creative, comprehensive, client focused goal strategies.

Goal attainment and revenue growth strategic planning

Process Development, System & Operations

P&L responsibility, budget management and allocation to shape optimum performance

Excellent written and presentation skills

ENTREPRENEUR

SWEET MANAGEMENT GROUP, LLC (SMG), South Florida, FL 2005 – Present

Event & Entertainment Specialist

- **LIVE ENTERTAINMENT:** Provide relevant quality live band entertainment for high-end corporate and private clients including; Dolphin Stadium, Orange Bowl, Sigma Pi Phi Fraternity, Inc., UNCF (South Florida & Chicago), University of Miami, Florida Memorial University, etc.
- **SOUND & LIGHTING:** Provide concert audio/visual, live sound and lighting for events and performances on all scales ie, Charlie Wilson, SOS Band, Eric Roberson, etc.
- **EVENT MANAGEMENT/PRODUCTION:** Onsite operations and logistics, vendor management, artist handling, transportation and a number of general client management services.
- **BRAND MARKETING SPECIALIST:** Create professional ID profiles for artists, small businesses and non-profit organizations, Creative Director for all communications: packaging, collateral, media, signage, etc. Manage all clients PR and Advertising: press kits, media buying, promotions, appearances, etc.

theSWEETHOUSE Studio, LLC (SHS) Oakland Park FL – 2016

Love Laborer

Newest edition to the SMG portfolio. 2000sf multi-purpose space

Headquarter of SUGA - one of South Florida's best kept secrets in live performance,

theSweetHouse Studio is aligning and developing to offer the following:

- LIVE SOUNDSTAGE & RECORDING
- LIVE MUSIC PRODUCTION/PROJECT SERVICES
- ARTIST HANDLER SERVICES
- CREATIVE HUB FOR ARTISTS AND INDUSTRY PROFESSIONALS (scaled model reference <http://www.2112inc.com/>)
- MEMBERSHIP BASED INFRASTRUCTURE (participant and professional)
- RELEVANT WORKSHOP & OUTREACH DEVELOPMENT programs (<http://snarkypuppy.com/about>)
- VIDEO/PHOTOGRAPHY STUDIO RENTAL
- EVENT SPACE RENTAL

PROFESSIONAL EXPERIENCE

AT&T Mobility, Davie, Florida 2010 - 2012

Retail Sales Consultant

Maintained sales metrics for mobility costumers including contracts and warranties for wireless and wired accounts

Responsible for inventory, product displays and placement

Review and analyze customer billing to ensure accuracy and recommend plan options based on needs and/or usage

IOS specialist. Successfully bridged products, accessories, features and services on 90% of all sales

Maintain knowledge of competitive offers, price plans, promotions and service features

Provide critical market feedback to management

Provides efficient, courteous customer service and assistance in all aspects of product offerings and services. Maintained 100% customer service satisfaction rating

CLEARCHANNEL COMMUNICATIONS, Miramar, FL 2006 – 2007

Account Executive - WLVE-Love 94 FM & WMGE-Mega 94.9 FM

Developed Solution Based Sales: consultative sales approach establishing client strengths, identified challenges and developing specific strategies to spur grow •

Created unique advertising campaigns and program schedules to target specific market demographics

Conducted consumer market and industry research to support recommended programs

JARDEN CONSUMER BRANDS (SUNBEAM CORPORATION), Boca Raton, FL 1998 – 2005

**** Associate Product Manager – Personal Care***

Managed full line of warming products – warming blankets, heated throws and mattress pads - \$98 million in sales

P&L responsibility: Accountable for \$2.5 million marketing budget.

Prepared annual budget and plans for the brands/ products with clearly defined objectives and strategies

Administered marketing initiatives using traditional project management tools and methodology

Channel/Retailer specific objectives: Define and evaluate new product opportunities; Leveraged category management data to understand trends and business development opportunities.

Recommended innovative ideas or programs to drive core business SKUs at retail

Marketing Communications: Managed advertising and media buying; developed packaging and instruction manuals;

merchandising, POP, trade materials/collateral, etc. Facilitated packaging designs review and approval process including legal, manufacturing and engineering

New product Development Process: model/sku/UPC assignment, specification documentation

Marketing/Sales Planning: Interacted with corporate brand and sales groups regularly to share learning's/best practices;

Work closely with account teams (Sales, Finance, Category Mgmt) to identify and act on business opportunities for growing distribution and market share; Built meaningful sales-oriented presentations for use in the field (internally and externally); Implemented marketing strategies and tactics that strengthened brand equity with consumers

Manage agency relationships, where applicable and develop strategic marketing alliances

**** Associate Product Manager – Oster Professional Products***

Managed full line of professional cutting tools including clippers, trimmers and accessories - \$52 million in sales

Successfully created new price-point differentiation using underperforming skus and discontinued product offerings through package design and point of purchase strategies

Facilitated product launch presentations to full service clients and annual dealer tradeshows

Managed new package design and updates • Coordinated new product development process, specification documents, model number and UPC assignment

Developed all POP, trade materials and sales collateral

**** Tradeshow/Education Manager – Oster Professional Products***

Managed all aspects of major trade events in the professional/retail beauty and pet grooming industry.

Supervised a national network of platform artists and booth personnel

Developed and maintained training programs and curriculum, to support open and full service product lines

Responsible for \$1.3 million budget

EDUCATION

Loyola University, Chicago, IL – Business/Marketing

Licensed Real Estate Agent, State of Florida

REFERENCES AVAILABLE UPON REQUEST