

# VICTORIA RUSU-EBERT

## EDUCATION

### Youngstown State University

Master of Business Administration  
AACSB Accredited

August 2013

GPA: 3.68

*International Field Studies:*

• India, Dec. 2012 - Jan. 2013

• Ireland, March 2013

Bachelor of Arts with Honors

Major: Political Science

Magna Cum Laude

December 2009

GPA: 3.71

## PROFESSIONAL SKILLS

Photoshop 

InDesign 

Illustrator 

Research 

Sales 

## PERSONAL SKILLS

Creativity 

Teamwork 

Presenting 

Communication 

Organization 

Problem Solving 

## PORTFOLIO

[victoriaebert.com](http://victoriaebert.com)

## PROFESSIONAL EXPERIENCE

### EXECUTIVE ASSISTANT TO THE CEO | Dec. 2013 - Current

*Operation Smile, Inc. Global Headquarters, Virginia Beach, VA*

- Identify and research prospects for partnerships and development
- Prepare written reports and data analysis to support presentations and meeting materials for the CEO
- Maintain organizational communication between CEO, executive team, 300+ global staff, and teams in 60 countries to keep CEO updated on the status of missions and special projects around the globe
- Manage incoming issues and concerns addressed to the CEO, determine appropriate course of action
- Plan, coordinate and assist in the execution of special events and meetings
- Work independently to prioritize conflicting needs, handle matters in a expeditiously, and provide follow-through on projects to successful completion, under specific deadline
- Assist in preparing documentation for legal and financial matters
- Provide CEO and Executive Management with professional administrative support

### BUSINESS & MARKETING CONSULTANT | May 2012 - Current

*Victoria Rusu-Ebert Design & Consulting, Virginia Beach, VA*

- Provide guidance in business development and strategic growth to achieve long-term value
- Develop print marketing and social media strategies on behalf of clients
- Design logos, brochures, infographics, business cards, postcards, and other materials as needed
- Generate unique and exciting content for a variety of print, digital and social channels

### FOUNDER | Jan. 2010 - Current

*Big Day Little Booth Photobooth Rentals, Virginia Beach, VA*

- Analyze data to determine target market, size, trends, and competition
- Foster client and partner relationships to increase sales and build long-term growth
- Ensure year over year increase in annual bookings
- Exhibit services at local venues and trade shows, serving as primary salesperson for event services
- Created all print and digital marketing and promotional materials utilizing the Adobe Suite

### MARKETING/SOCIAL MEDIA ASSOCIATE | May - August 2013

*Youngstown Business Incubator: AST2, Youngstown, OH*

- Developed strategic marketing plan to reach high school students interested in a career in additive manufacturing utilizing rapid prototyping equipment
- Designed company website, marketing materials and social media
- Focused activity on Education and Workforce Development initiatives

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## PROFESSIONAL EXPERIENCE

### ○ GRADUATE ASSISTANT | Feb. 2012 - May 2013

*Youngstown State University, Youngstown, OH*

- Developed a strategic marketing campaign for the Management Information Systems (MIS) major
- Created a suite of marketing and outreach materials for the MIS major
- Conducted research utilizing industry leading databases
- Created Adobe InDesign training materials to be utilized by other graduate assistants
- Distributed monthly newsletter for the Partners for Workplace Diversity

### ○ SALES & MARKETING INTERN | Summer 2012

*Youngstown Business Incubator: via680/Ving!, Youngstown, OH*

- Researched and provided reports on prospects for partnership and B2B sales leads
- Designed effective sales presentations to be used by all sales managers
- Implemented mass email marketing campaigns to reach new clients and reinvigorate existing clients
- Served as a member of the Ving! Client Success and Customer Support Team

### ○ OFFICE MANAGER | Feb. 2010 - Dec. 2011

*Youngstown Neighborhood Dev. Corp., Youngstown, OH*

- Assisted in economic development efforts aimed at business attraction, encouraging the Bottom Dollar grocery store chain to establish a store in a food desert within our focus neighborhood, as well as three other locations in the City of Youngstown
- Participated in neighborhood and community planning efforts to drive revitalization, including neighborhood work days, community gardening, house painting, vacant lot clean-up, and small business development training
- Communicated regularly with City Government Officials and Economic Development partners to encourage business expansion and job creation
- Liaised between the organization and community leaders, neighborhood groups, residents, key stakeholders, centers of influence, partners and funders
- Created website content, marketing and communications pieces including program information sheets, quarterly performance reports, and the organization's first Annual Report
- Contributed to the organization's positive reputation within the community by attending community events, giving presentations, and volunteering during community functions