



Career Progression

- R** Sr. Marketing & Branding Consultant
Russell & Jeffcoat Real Estate, Inc.
- A** Marketing Strategist & Designer
Asterisk Ventures, Ltd (Boutique Marketing & Design Firm)
- G** Marketing & Design Director
Geneva Investment Properties, (Real Estate Development Co.)
- C** Online Marketing Manager
Cyborg Systems, (HR Software Company, Owned By Hewitt)
- C** Corporate Marketing & Internet Strategist
Cyborg Systems, (HR Software Company, Owned By Hewitt)
- T** Corporate Communications Consultant
Telintra, Inc. (Internet Consulting Start-up)
- O** Organizational Development Coordinator
Oracle Corporation, Central Region Consulting Group
- H** Marketing & Design Project Coordinator
Hap Enterprises, Inc. (Real Estate & Construction Company)

Education

University of Notre Dame
BA in Philosophy with a concentration
of study in Architecture and Design

Skills

Creative Suite 5+	* * * * *
Dreamweaver & Flash	* * * * *
HTML, WP & CSS	* * * * *
MS Office & PowerPoint	* * * * *
AutoCad & Sketch-up	* * * * *

Branding & Strategy

- A** Developed dynamic brand images: Naming, Logos, Websites, etc., to position clients' products and services in a way that reflects their vision and resonates with customers.
- A** Audited clients' marketing tactics & touch points: collateral, advertising, and social media; analyzing content for consistency of design and messaging.
- G** Created and implemented brand identity and design standards for luxury real estate developments and related lifestyle services.
- C** Enforced brand identity across five continents by implementing global guidelines for customer communication and a brand asset library.

Project & Team Management

- G** Managed and developed sales, marketing & design teams with \$1M+ in annual budgets.
- C** Directed cross-functional management team developing a comprehensive online strategy for employee & customer education portals.
- C** Led online operations team supporting all HR, corporate communications, training, & marketing.
- R** Advised executive team, agents and builder clients on branding, marketing strategy and advertising to enhance image and competitive positioning.

Marketing Execution

- R** Drafted and developed marketing plans including strategic analysis, competition, positioning, messaging, tactics and budget, in cooperation with Top 100 Builders to achieve projected sales goals.
- R** Crafted award winning ad campaigns, brand identities, stories, positioning and messaging statements for the company, builder clients and agents.
- G** Established strategic relationships with vendors and partners by creating joint promotional opportunities featuring lifestyle inspired events.

Identity & Collateral Design

- A** Created comprehensive designs for websites, logos, marketing collateral, and advertising to enhance client image and competitive position.
- G** Directed the design and production of collateral, advertising, PR and promotions consistent with the identities of luxury active-adult communities.
- O** Architected and implemented a workshop-based sales practice and the tools that enabled the team to increase close rates and exceed their quota by 200% for three consecutive quarters.
- O** Produced training events and materials to instruct sales executives how to train their workforces to execute organizational change initiatives.

Product Development

- C** Designed the HR portal featured in the e-business product suite and managed the implementation of the portal internally with a team of software engineers & executives.
- T** Created and delivered intuitive intranets to improve client's internal communication and reaffirm corporate messaging.
- R** Developed and implemented the expansion of branding and design services, offered to agents and builders; directly improving customer satisfaction and reliance.



Personal Timeline

Cherie Arnold surprises her parents on vacation by being born six weeks earlier than expected.

Cherie graduates from Brownies, becomes a Girl Scout and gets her first pocketknife from her dad.

Cherie graduates from Notre Dame and gets a job; proving that her Philosophy degree wasn't a total waste of time.

Cherie takes her web design skills to the next level by architecting an intranet and HR portal.

Cherie combines what she has learned about selling tech with her love for design & architecture.

Cherie grabs her laptop and her pocketknife and sets off on her own to design & market anything that crosses her path.

Cherie plans to take her career to new heights and seeks a smart team that needs her experience and creativity to fuel their launch.

'74

'83

'97

'99

'02

'07

'16

The term "Internet" is used for the first time; Cherie has no idea of the impact it will have on her life.

An Apple IIe arrived at the Arnold House and Cherie's love affair with computer aided design begins.

Cherie starts her job at Oracle Corporation and Steve Jobs returns as the CEO of Apple Computer.

Y2K mania sweeps across corporate America. IE 5 release coincides with Cherie's first of many coding headaches.

The *Mars Odyssey* finds signs of huge water & ice deposits on the red planet. Cherie discovers the near perfection of Voss Water.

iPhone is released. Stuck in a contract with Sprint, Cherie spends the year texting the old-fashion 9-2-999. :-)

The Girl Scouts of America begin the 104th year of inspiring young women. Cherie's keys remain attached to her pocketknife.