



CITY OF ATLANTA

JIM MADDOX
COUNCILMEMBER
DISTRICT 11

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SECOND FLOOR, EAST
ATLANTA, GEORGIA 30303
(404) 330-6030

Friday, January 11, 2008

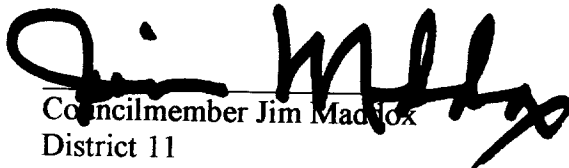
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Councilmember Felicia Moore
Chair, Committee on Council
Atlanta City Council
55 Trinity Avenue
Atlanta, GA 30303

Dear Chairperson Moore:

Attached is the resume of Ms. Desiree Pernell. Ms. Pernell is my nominee for the Keep Atlanta Beautiful Board. A resident of District 11, Ms. Pernell has been active in our community, diligently working on its continued improvement and beautification. She is motivated and eager to participate on the Keep Atlanta Beautiful Board.

Sincerely,


Councilmember Jim Maddox
District 11

cc: Ms. Desiree Pernell

Enclosure - 1

Desiree Pernell

2322 Ewing Street SW
Atlanta, Georgia 30331

Home: 404-344-3057
desireepernell@aol.com

EXECUTIVE PROFESSIONAL

PROFILE

- Advanced Manager of Trade Shows and Store Management
- Sales Manager for 16 National Conferences
- Professional Consultant
- Customer Service Specialist/Coordinator
- Advanced Expertise in Telecommunications Sales
- Custom Design Specialist, Customer Need Analysis
- Community and Business Activist

RELEVANT EXPERIENCE

National Specialty Marketing Consultant

Customize graphics, promotional products/programs, marketing tools. Provide innovative graphic communications programs, create high end products/programs with expertise in full service commercial printing (annual reports, brochures, newsletters), paper-based and electronic business forms/documents, customized e solutions (on line company stores, e marketing programs), data assessment management, storing and managing of electronic images including logos.

Community Chairwoman of a National Community Organization

Organize and energize neighborhood residents to stand up and speak out on local quality of life issues affecting their community. Convene regular community meetings. Generate new membership. Identify and root out criminal elements in the community and influence law enforcement, code enforcement and other city agencies to address problems by investing time and resources in underserved neighborhoods.

Accounts Payable Specialist

Responsible for 3000 accounts and all vendor equipment, leasing, technical equipment. Maintained all Verizon domestic taxes for its vendor and Verizon trucks. Debited and credited Fortune 500 companies with Verizon accounts. Interacted daily with officials from the U.S. Department of Treasury. Canceled and closed checks.

Manager/Consultant

Sold \$3K-\$10K daily at professional leadership conferences. Attracted new businesses, organizations and existing clients with custom-designed merchandise, including clothing, jewelry and other accessories. Developed customer surveys and sales campaigns. Responsible for setting and negotiating price, procurement, contracts, competitive market analysis, sales-training.

Production Coordinator

Negotiated prices and product in stock with vendors. Inputted all data for vendors. Interacted daily with the company's top officers, sales representatives and art/graphics department. Catalogued layouts and design. Scouted product on ESP. Coordinated conference calls with as many as 300 vendors daily.

Sales and Customer Service Representative

Maintained ongoing sales of pagers and follow-up of existing pagers leased and sold. Set at least 21 daily appointments. Maintained account retention and database input of client base.

Team Leader/Certified Marketer for AT&T

Supervised 20 representatives. Created sales literature. Trained and taught sales and promotions. Maintained demonstration calls for representatives. Presented talks to 200 representatives per week. Tested representatives on phone service.

ACCOMPLISHMENTS

- Monsanto P.G.A. Tournament Coordinator at Bellerieve Country Club, St. Louis, MO
- Contracted for Dial Corporation Trade Shows
- Contracted for Coca-Cola Trade Shows
- Ashley Stewart AIDS Fundraiser
- Organized a rally for Atlanta Neighborhood (pro bono) as member of Association of Community Organizations for Reform Now (Ben Hill ACORN), May 2007
- Member, World Changers Church International, College Park, GA
- Chairperson, Ben Hill Community (Georgia A.C.O.R.N.)
- Chairperson, Ben Hill Merchants Association

EMPLOYMENT HISTORY

Proforma Vision Graphics, National Marketing Consultant	Atlanta, GA
Verizon Finance, Accounts Payable	Princeton, NJ
Worldwide Origins, Manager/Consultant	St. Louis, MO
Waron Group, Production Coordinator	St. Louis, MO
Arch Communications, Sales/Customer Service Representative	St. Louis, MO
National Market Share, Team Leader/Marketer, AT&T	St. Louis, MO

EDUCATION

Bachelor's Degree, Lincoln University, Jefferson City, MO
Business Diploma, Hickey Business School, St. Louis, MO

REFERENCES

Upon Request