

Victoria Rusk

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Professional Summary

Experienced business professional with a demonstrated history of success across multiple disciplines in a fast-paced environment. Skilled in marketing, logistics, project management, process improvement, trade compliance, purchasing, account receivables, and computer graphics, web & motion design. I would like to obtain a position making effective use of my knowledge, skills, and abilities.

Work Experience

Marketing Communications Specialist

Lexington Fayette County Health Department-Lexington, KY

June 2023 to Present

Created compelling content and management for various channels, including social media, websites, and email campaigns.

- Designed easy plug and play interactive .pdf's
- Incorporated various content methods: video, motion graphics, print design.
- Website revamp in 4 months

Conducted market research to identify trends, competitor activities, and new opportunities for growth.

- Creating more engaging content
- Finding solutions

Collaborated with cross-functional department teams to align marketing efforts with overall department objectives.

- Bus advertising
- Billboards
- Created customized designs for marketing campaigns.
- Flyers
- Magazine advertising
- News interviews
- Provided guidance on best practices for UI/UX.
- Radio station
- T-shirts

Participated in various training programs for Government PIO (Public Information Officer) : CSEPP, JIS/JIC, KAGC.

Computer Graphic, Web & Motion Design

Freelance

January 2013 to Present

Detail-oriented and resourcefulness in completing assigned projects. The ability to multi-task effectively ; with a personal commitment to providing superior customer service.

Software Experience

Wordpress, Photoshop , Illustrator, Dreamweaver, HTML, CINEMA 4D FinalCutPro10, Maya, Nuke, InDesign, Flash/Director, Microsoft Word Excel, PowerPoint

Internship in Graphic Design ; Visual Effects & Motion Graphics

- Designed client's vision, to its fullest potential, for their advertisement needs. -Used knowledge obtained to further fit the client's needs by creating the appropriate

Designing concepts to suite the company

- Received/expanded knowledge, both technical and cultural, beyond the classroom. -Created animated illustrations for artist introductions based on his/her music specialty. Color corrected and added additional visual effects to footage desired by the client. Created Motion Graphic title sequence.

Workplace Managerial

- Creating a larger customer/ consumer count using customer service and marketing knowledge.
- Maintaining and managing a great rapport between staff members and customers/ clients.
- Keeping all materials needed for the business to be operational fully stocked, neat, and clean.

Workplace Customer Service

- Answered inquiries, maintained accounts, and educated customers regarding product usage.
- Ensured customers received an adequate level of service with their questions and concerns.
- Provided prompt, courteous service and generated repeat business through continuous customer satisfaction.

Business Analyst

Belcan Engineering Services

April 2022 to January 2023

Delivered products and support to Senior Management in the following functional areas for L3 Harris company:

Functional Areas of Focus:

- Contracts/Trade Compliance Specialist
- Business Development and Proposal Support
- Information Technology
- Procurement
- Quality
- EASE

Principle Responsibilities:

- Prepare analysis results of functional area.
- Develop or coach others in functional area.
- Contributions to company results by advancing level of knowledge within functional area.
- Maintain communication with functional area leadership to ensure that projects and programs are coordinated effectively.
- Follow company practices in support of functional group

Special Projects Management/ Account Receivables

Thermal Equipment

May 2019 to April 2022

SKILLS

- Microsoft Office Suite (including expert knowledge in Word, PowerPoint, and Proficiency in Excel)
- Project Management/ Coordination
- Logistics

- Account Receivables
- Process Improvement
- Operations
- Communication Skills
- Problem Solving (Analytical Skills)
- Quickbooks

PROJECTS AND PREVENTATIVE MAINTENANCE

- Developed a preventative maintenance tracking system used by team to organize and follow up on projects.
- Created a data entry form for contract and project quote calculations.
- Oversee all service and installation projects in Kentucky and Southern Indiana, including; planning, budgeting, scheduling, ordering equipment , logistics, and execution.
- Monitor open projects and preventative maintenance contracts to ensure projects are executed within the scope of work, and within the necessary time and budget.
- Develop and maintain relationships with subcontractors.
- Prepare and review weekly reports to monitor the completion and financial status of all open projects and preventative maintenance contracts.
- Identify and implement continuous improvement preventative maintenance contracts in an effort to better service current customer base and streamline processes.
- Introduced new tools and methods for planning, monitoring, and reporting the status of preventative maintenance contracts and equipment inventory.
- Order entry, scheduling technicians, managing future deliveries

ACCOUNT RECEIVABLES

- Prepare invoicing and change orders based on quote requirements or customer request.
- Process invoicing accurately and in a timely manner.
- Assisting customers with statement questions and producing service reports sent to customers
- Handling all requests for account corrections and/or transfers.
- Created process training manual to aid in invoicing of new Account Receivables team members
- Issued PO's , make account adjustments - credit/debits, and end of the month reconciliations.
- Follow-up on delinquent accounts, update and maintains accurate financial records including accounting, receivable and credit records.
- Weekly, biweekly or monthly invoices through Intuit QuickBooks software.
- Processed credit card payments.
- Records all delinquent accounts, incomplete files and credit risks.
- Maintain all payment, receipt and other transaction records.
- Deposit payments to bank

Administrative Assistant

USPS

September 2018 to May 2019

I was selected by the postmaster to detail as her assistant for my superior work ethic and organizational skills. I went above-and-beyond to complete tasks in timely matter, frequently working after-hours to meet deadlines. Unfortunately, I couldn't be hired full-time for the position due to USPS policies regarding seniority.

- Assisted postmaster in day-to-day tasks. Acted as a liaison between postmaster and Managers - reducing the workload of the postmaster.
- Developed methods to improve efficiency of conference calls by implementing improvements to call structure, meeting notes, and notes format.
- Processed and submitted various forms such as requests for information, maintenance work orders, notification of absence, and grievances. Frequently worked and corresponded with unions.

- Acted as receptionist and performed routine clerical duties, such as: tracking correspondence, answering telephones, forwarding messages, making necessary travel arrangements, submitting forms, operating standard office equipment, managing inventory, and coordinating with vendors.
- Reviewed materials prepared for postmaster's signature.
- Maintained a variety of reports, e.g. time and attendance records, correspondence control, training plans, and CCA Uniform orders.
- Used Art background to design presentations, newsletters, and customer engagement content.
- Obtain 6 sigma certification
- Assisted in implementation of KANBAN process.

Customer Service Representative

Humana

December 2017 to June 2018

- Provided phone support for client insurance, explanation of benefits, billing information, etc.
- Rewarded Top-Tier Level 2 in the district - based on extremely high ratings from customer service surveys.
- CRM interface experience.
- SAP ERM Software System experience.

Field Technician

Apollo Retail

June 2016 to February 2018

Master Cosmetologist

GreatClips

October 2014 to May 2017

Assistant Manager

Dollar General

April 2014 to October 2014

Answered inquiries, maintained accounts, and educated customers regarding product usage.

- Ensured customers received an adequate level of service for their questions and concerns.
- Provided prompt, courteous service and generated repeat business through continuous customer satisfaction.

Sales Manager

Elli Store

February 2012 to December 2012

- Creating a larger customer/consumer count using customer service and marketing knowledge.
- Maintained rapport with clients.
- Managed inventory of supplies.

Education

Fine Arts (Bachelor's)

The Art Institute of Atlanta-Atlanta, GA

September 2014

Science (Associate)

Spencerian College-Lexington, KY

December 2008

Bachelor's degree**High school diploma or GED****Skills**

- Written communication
- Web writing
- Bookkeeping
- Agile
- HTML
- Adobe InDesign
- Online blogs
- B2B marketing
- Project coordination
- Purchasing
- Facebook
- Microsoft Powerpoint
- SharePoint
- Project management
- Responsive web design
- Maya
- AI
- Zoom
- Event Planning
- Organizational skills
- Google Analytics
- Image processing
- Keyword research
- YouTube
- Property management
- Quickbooks
- Adobe Premiere
- Software troubleshooting
- Google Suite
- Web design
- General ledger accounting
- Google Workspace

- Calendar management
- Administrative Assistant
- Microsoft Office
- Administrative experience
- Accounts payable
- Accounts Payable
- Attention to detail
- Teamwork
- File organization
- Google Docs
- Web services
- Machine learning
- Accounting
- Procurement
- Pivot tables
- Microsoft Project
- Payroll
- Operating systems
- Scheduling
- Microsoft Word
- Facebook Advertising
- Adobe XD
- JavaScript
- Accrual accounting
- Office Management
- Canva
- Customer communication
- Zoho CRM
- Double entry bookkeeping
- CRM software
- Analysis skills
- Video production
- Adobe Creative Suite
- Computer graphics
- Hospitality
- Budgeting
- Adobe Illustrator
- Graphic design
- Accounting software
- Order fulfillment

- Marketing
- Illustration
- Microsoft Excel
- Supplier management
- Accounts receivable
- Marketing analytics
- Slack
- Adobe After Effects
- Layout design
- HubSpot
- Motion Graphics
- Typography
- Project management software
- Research
- Executive administrative support
- Looker Studio
- Web development
- Analytical thinking
- Financial services
- Video editing
- Salesforce
- Social media management
- QuickBooks
- Content creation
- Instagram
- Business analysis
- Technical Proficiency
- XML
- Cinema 4D
- Sales support
- Non-profit accounting
- Outlook
- Task prioritization
- Manufacturing
- Project team coordination
- Process improvement
- Adobe Photoshop
- Project scheduling
- Operations management
- Figma

- Account management
- Presentation skills
- WordPress
- B2B
- Final Cut Pro
- Accounts Receivable
- Digital marketing
- CSS

Certifications and Licenses

Cosmetology License