

# Victoria Rusk

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## Professional Summary

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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

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### 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 rapor 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 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**

Eull 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**

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### **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

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- 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

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### **Cosmetology License**