

Linea Moore Hendon

Personal:

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Objective:

I'm a highly creative, motivated person. I'd love to work with a company that is moving ahead, experiencing growth, and lending great opportunities to those employed.

Experience:

April 2001 - Present LAH Real Estate — Marketing Director
2850 Cahaba Road — Mountain Brook

Responsibilities: Manage Marketing Department for entire company comprising of 3 branch offices, 200+ agents, brokers and staff. Oversee two employees: one part time Marketing Assistant, one full time Graphic Designer.

Create, design, order, and inventory on site LAH company store. Manage billing and sales for company store through Quickbooks POS. Manage the company's agent marketing incentive program up to \$80,000 yearly. Place all advertising business for corporate, branch offices and agents. Oversee all in-house printing for corporate and agents direct mail including CANON C1 state of the art color copier. Oversee paper orders for entire company with paper broker. Oversee all out-of-house printing and print brokers. Coordinate all bulk mail with USPS. Oversee LAH website (created by our department in April 2009). Public relations, database management, direct mail, personal marketing planning, etc.

Skills/Equipment: typing 60 wpm, MS Office, Photoshop, InDesign, Pagemaker, Outlook, Access, Illustrator as needed, Canon fiery digital press and Command Workstation, electric paper cutter, DF500 paper folder, HP Scan, internet/networking understanding

Feb 1993 - Mar 2001 Hunter Street Baptist Church- Publications Editor
2600 John Hawkins Parkway, Hoover

Responsibilities: Manage a \$165,000 budget, digital copier maintenance and contracts, paper supplier, graphic support for entire staff. Publications include: two weekly newsletters, Sunday bulletin and sermon notes, weekly inserts, booklets, brochures, special programs, quarterly department newsletters, etc. Duties include: bulk mail, creative layout and design. Organizing Sr. Adult volunteer support.

Skills/Equipment: Run various printers, ASCOM Hasler Mail System, drill press, electric paper cutter. Computer experience with same as above plus Shelby Systems database management. Update the church website on a weekly basis with Front Page. Positions held prior to Publications: Sr. Adult Support Staff., Youth Ministry Support Staff.

Previous Employers also include: The Pickwick Hotel, Executive Administrative Asst.

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