

# Anne P. Sharp

Email: [anne@annesharp.com](mailto:anne@annesharp.com) ♦ Phone: (310) 600-9247 ♦ Web: [www.annesharp.com](http://www.annesharp.com)

---

## Professional Experience

### SHARP CONCEPTS

Los Angeles, CA

#### Publicist

4/95-3/00 and 01/04-present

Consultant providing public relations, media relations, marketing, and communications services

- On retainer and consulting with Fortune 500 and small business client base to achieve visibility in the media, develop and execute innovative promotional plans, and create compelling collateral materials to support objectives.
- Clients include: Disney Channel, Turner Broadcasting System, Inc., Sony Pictures, Papa John's Pizza, Winn-Dixie, Cracker Barrel Old Country Store, Inc., Ritz Carlton Pasadena, Best Western University Lodge, Hornblower Cruises & Events, and Lake Avenue Church, Jody Eldred Productions, Rocket Pictures, Philip Kassel Productions.
- Developed and implemented a national grassroots media and publicity campaign for the 1-hour TV documentary "[Changed Lives: Miracles of The Passion](#)" produced by Jody Eldred Productions that premiered Easter weekend 2004 on TBN and May 27, 2004 on PAX TV. Secured and arranged radio interviews and TV appearances for the Executive Producer on ABC's "[Good Morning America](#)," MSNBC's "[Scarborough Country](#)," "[Inside Edition](#)" with Deborah Norville, the Crystal Cathedral's "[Hour of Power](#)," etc. Secured arranged media coverage through the Los Angeles Times, [Christianity Today](#), [World Net Daily](#), [National Catholic Register](#), [Pathway @TCOTW](#), among other print and online publications. Also associate produced: conducted research, booked guests, arranged shoots, etc.
- Associate produced "[Faith Under Fire](#)," a provocative new talk show on PAX TV hosted by [Lee Strobel](#), New York Times best-selling author of "The Case for Faith," which takes an unflinching look at the most controversial issues involving religion, spirituality & morality. Conducted research, booked guests, wrote scripts, chose visual elements, arranged shoots. Independently publicized show through grassroots and media channels.
- Writing, editing and design expertise for such materials as: [press releases](#), [Web sites](#), product literature, print advertisements, novel manuscripts, screenplays, fliers, logos, point-of-purchase materials, business cards, résumés, business plans, marketing plans, IPO memoranda, etc.

### NATIONAL NOTIFICATION NETWORK

Glendale, CA

#### Vice President of Marketing

06/03-12/03

A privately held start-up application service provider (ASP) with a subscription-based emergency notification software system

- Developed & managed marketing, communications, media and PR plan from scratch. P&L responsibility.
- Managing PR Agency activities: developing market presence and brand visibility through television and radio media exposure, targeted Web & print campaigns leveraging topical news events, story placement in national and trade publications, speaking engagements, and other channels of message delivery.
- Developed internal & external communications, marketing & sales collateral materials, consumer branding campaigns, product positioning strategies, sales support, and co-op marketing strategies. Established a consistent corporate image throughout all materials, activities and programs. Planned and implemented print, online and event-related advertising & promotion efforts including strategic direct marketing campaigns, advertising placement, and all graphic design work. Managed all aspects of industry tradeshows: booth concept, layout & design, choice of industry shows, sponsorship opportunities, preparation of sales teams, pitch scripts, etc.
- Managed writing, editing and proofreading for customer-facing materials, including press releases, corporate identity pieces, marketing collateral (e.g. [Business Continuity flyer](#), [Schools & Daycare Facilities flyer](#), [Cities & Emergency Responders flyer](#)), software system verbiage, product/user documentation, call-center scripts, sales pieces, correspondence, Website content, etc. Managed

Website direction and content, maximizing search engine placement, overseeing Web development and quality control.

- Oversaw market research company: conducted research to aid in evaluation of competitive conditions and marketing & sales strategy, and to provide content for marketing materials, e.g. white papers, book.

**Major Accomplishments:**

- Obtained key [appearance on San Diego's CBS affiliate KFMB Channel 8 Morning Show](#) for the VP of Sales, and an [interview on L.A.' CBS affiliate radio station \(KNX AM 1070\)](#) for VP Technology.
- Generated 80% of total company's existing sales leads through media and marketing activities.

**TELEDYNE CONTROLS**

**Los Angeles, CA**

**Marketing Communications Specialist**

12/02-06/03

\$85M manufacturer of avionics and ground-related electronic equipment for the global civil aviation market

- Developed tactical marketing communications plans and worked on associated print & Web collateral materials (e.g. ["Flight Data Services" brochure](#), [product brochure](#)). Communicated product & corporate value proposition through print and Web marketing collateral materials: pitch letters, multi-million dollar proposals, corporate & product brochures, [press releases](#), Web content, global sales presentations, competitive analyses, print & Web direct marketing pieces, print & Web customer service surveys, technical documentation, tag lines, etc.

**Major Accomplishments:**

- Direct mail campaigns increased sales leads 50% in 3 months.
- Created 40-page ["Flight Data Services" brochure](#)-- researched int'l legislative and regulatory issues from original & secondary sources, wrote original copy, and directed original graphic designs; piece was submitted to GraphicDesign:usa's annual design awards and accepted for inclusion in their annual publication.

**TOYOTA MOTOR SALES, USA, INC.**

**Long Beach, CA**

**Director of Corporate Communications**

6/01-4/02

\$116.5B manufacturer of automotive vehicles and related parts; 10<sup>th</sup> largest company in the world

- Developed integrated marketing, communications & community relations strategy. Elicited needs, built visibility and credibility among key stakeholders, and created a consistent corporate image. Developed all internal communications standards, guidelines, and the development of design elements. Tracked metrics to evaluate the success of core marketing initiatives and to further maximize the department's utilization, profitability and ability to add value. Hired and managed copywriters, analysts, Web developers, graphic designers and support staff.
- Articulated value proposition through creation of print and electronic marketing collateral materials: [strategic internal communications](#), business plan, online newsletter, position papers, interviews, backgrounders, business plan, [intranet site](#), [RUP presentation](#), customized Rational Unified Process (RUP) artifacts, and other technical documentation. Designed [meeting banners](#), [department banners](#), [posters](#), [business cards](#), [consultant business cards](#), [department newsletter masthead](#), [project newsletter masthead](#), and [miscellaneous graphics](#).

**Major Accomplishments:**

- Created a series of [presentations showcasing a project](#) that saved the company over \$1.5 million: the project lead received Toyota's coveted "President's Award" and the division received unprecedented visibility.
- Launched e-newsletter that received nearly 80% readership within the division.
- Doubled attendance at two corporate sponsored events though Web, email & newspaper publicity.

**PC MALL, INC.****Director of Marketing**, eLinux.com division

\$626.5M Web &amp; catalog retail direct marketer of 125,000+ computer hardware, software and peripheral products

**Torrance, CA**

3/00-1/01

- Managed marketing and communications strategy for the [eLinux.com e-commerce site](#), which offered 125,000+ computer products and generated start-up sales via Web and catalog of \$1M per month. Managed \$1.4M budget and a team of graphic designers, Web developers, copywriters. Worked cross-functionally with advertising, publications, outside vendors, community and civic groups, customers, and the media. Developed project plans, estimated project costs, and managed project timelines.
- Developed branding and image strategy for the eLinux.com name and managed branding for top products from Hewlett-Packard, Compaq, IBM, Apple, etc. Managed online affiliate program, banner advertising, viral marketing, sponsorships, search engine optimization and various online promotions. Established relationships, negotiated contracts with strategic alliances. Oversaw all grassroots community relations, internal and external communications standards, advertising placement, sales & marketing collateral materials development, online product marketing, tradeshow presence, and Web content direction.
- Created copy for original [product catalog](#), email blasts, weekly opt-in e-newsletter, direct mailers, press releases, media lists, style sheets, editorial calendar, [corporate brochure](#), and Web site content (corporate information and technical articles); solicited additional content from vendors and the community through Web and newsletter promotions.

**Major Accomplishments:**

- Implemented a co-op policy resulting in 100% externally funded specialized direct marketing materials and \$20K per quarter of untapped co-op marketing funds, cutting catalog production costs by 75%.
- Increased Web sales 1000% within six months to \$1M/month.
- Original article entitled "Run Linux on Your Mac!" received 500% more hits than any other page for three weeks running.

**TOYOTA MOTOR SALES, USA, INC.****Marketing Manager**, International Business Development Department\$116.5B manufacturer of automotive vehicles and related parts; 10<sup>th</sup> largest company in the world**Torrance, CA**

6/90-8/92

- Developed and implemented international marketing plans for product launches that detailed demographics, pricing, packaging, joint ventures, trademarks & licensing, distribution, promotions, branding, advertising, marketing and merchandising. Created a diverse set of supplemental marketing collateral materials, including direct mail pieces, catalogs, flyers, [brochures](#), packaging materials, press releases and [national print advertisements](#).
- Identified and negotiated strategic alliances with U.S. manufacturers of hi-tech, B2B, and consumer products. Worked closely with third parties, including Japanese distributors, wholesalers and trading companies, local and national industry associations. Coordinated tradeshow presence and promotions. Placed ads and coordinated media buys with national publications, and maintained relationships with domestic and international media and reporters. Coordinated tradeshow presence and promotions.

**Major Accomplishments:**

- Spearheaded an international marketing campaign that successfully launched and promoted over 500 new consumer and B2B products to the Japanese market.
- Article entitled, "[So, You Want to Export to Japan?](#)" published in Japan Expo magazine.

**CALIFORNIA FEDERAL BANK****Asian Business Relations Specialist**

\$52B full-service bank serving consumers and business customers; California's 3rd largest depository institution prior to buyout

**Los Angeles, CA**

6/89-5/90

- Developed good PR and promoted the company's investment programs in the Asian business community and in the local, national and Asian media. Worked closely with international industry associations and

the media, built media contacts, and acted as the Asian business spokesperson. Served as the primary interface with Asian financial institutions and the media.

- Prepared proposals, presentations, and background material. Interpreted for the CEO in meetings with officials from major Japanese financial institutions and government ministries.

**Major Accomplishments:**

- Generated over 60 new Asian corporate relationships.
- Created internship program for entry-level bank employees to gain mutual understanding with partner banks in Japan.
- Organized meeting for the CEO with Japan's Deputy Minister of Finance.

## **Education**

**ASBURY THEOLOGICAL SEMINARY**

M.A. Theological Studies and Philosophy coursework

**Wilmore, KY**

**UNIVERSITY OF CALIFORNIA**

B.A. Economics

**Davis, CA**

## **Affiliations**

**American Marketing Association (AMA)**, Member

**The Association for Women in Communications (AWC)**, Professional Communicator