

## **CHERYL M. LEDFORD**

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### **SUMMARY**

Demonstrated success record in:

- Building brand awareness, gaining community partnerships, and increasing sales and guest counts by developing and implementing successful local marketing strategies in multiple markets.
- Initiating and successfully creating, coordinating, and promoting successful events and programs, while maximizing return on investment.
- Providing exceptional customer service through guest relations, partner accounts, and community outreach.
- Motivating and training staff to execute programs and events.

### **PROFESSIONAL EXPERIENCE**

#### **BABIES "R" US, Greensboro, NC**

**1993 - July 2009**

##### **Field Marketing: Local Marketing Specialist**

**2008 - 2009**

- Managed the local marketing efforts in multiple markets (Greensboro, Winston-Salem, Hickory).
- Built and maintained a large base of community partnerships (i.e. Hospitals, Physicians, and Organizations)
- Assigned to the role of Public Relations and Media Spokesperson.
- Created, promoted, and executed events and programs that positively impacted sales and brand awareness.
- Assisted in training new Field Marketing team members.
- Trained associates to execute initiatives and programs within stores.
- Negotiated sponsorships and contracts for events, sponsorships, and ads.
- Developed and implemented local marketing strategies to increase sales, guest counts and brand awareness.
- Maintained budgets to successfully implement a marketing plan
- Maintained spreadsheets, reports, invoices, and files for all events and programs.
- Experienced in Word, Excel, Outlook. Excellent typing and communication skills.

##### **Store Promotional Coordinator**

**1999 - 2008**

- Created and maintained community partnerships.
- Coordinated and executed all special events (in-store & community-based).
- Maintained budgets, reports, and files.

##### **Apparel Department Merchandiser**

**1997 - 1999**

##### **Assistant Manager**

**1993 - 1997**

- Co-Managed a staff of 20+ employees

Assisted with scheduling, reports, and store presentation  
**Cheryl M. Ledford**

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**HAMPTON INN- GREENSBORO**

**1992 - 1993**

**Night Auditor/Night Manager**

Managed property & Guest Services

Audited and balanced all accounts nightly, weekly, and monthly

**EDUCATION**

B.S. Business Administration 1992  
Appalachian State University  
Boone, NC

**COMMUNITY AFFILIATIONS AND INVOLVEMENT**

Community Advocate, Safe Kids of Guilford County

Board of Directors, Buckled With Love- 2004-2007

March of Dimes Walk America Committee Member 2004-2005

Christ United Methodist Church-  
Jr. High Youth Group Leader

Food Service, assist with food and event preparations  
past 1<sup>st</sup> Grade Assistant Sunday School Teacher  
past Mission Team memeber, Hurricane Relief Effort - Mississippi