

Mandy Sticha

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EDUCATION

Buena Vista University, Storm Lake, IA www.bvu.edu

Bachelor of Arts in Media Studies and Communication Studies; 3.33 GPA

August 2003 - May 2007

PROFESSIONAL EXPERIENCE

Cogentix Medical, Inc. (formerly Uroplasty, Inc.), Minnetonka, MN

January 2013 – present

Marketing Coordinator

- Coordinate approval and production of marketing materials through regulatory process, update and create marketing materials via MS Office, Adobe Acrobat, Photoshop and InDesign.
- Work with vendors for print productions, multimedia marketing and translations. Manage marketing materials fulfillment, inventory and keep projects in-line with budget.
- Project Manager for Clinic Marketing Program. Work with sales reps, customers and media outlets to facilitate print advertising, create direct mailing pieces, educational seminars and website content.
- Social media specialist utilizing Hubspot, maintain updates to company website. Project Manager for Brainshark e-learning presentations.

Dominion Enterprises – For Rent Media Solutions, Eden Prairie, MN

November 2008 – December 2012

Senior Sales Assistant – ForRent.com & Apartments For Rent magazine

- Assistant to Account Executives and General Sales Manager. Provided sales support by creating analytical marketing reports based on lead generation, geographical locations, competing property comparisons, the return on investment and advertising trends.
- Created internet advertising through the ForRent.com ILS while practicing SEO strategies, advised customers on SEO, managed spreadsheets for tracking monthly results, assisted in print ad production with designers and achieved monthly deadlines.
- Administrator for social media sites, created eblasts for direct marketing and attended trade shows.
- Promoted to Senior Sales Assistant Spring 2010. Promoted to Account Sales October 2011. Managed client advertising, met with existing and prospective clients to gain new business, presented marketing options and oversaw the Saint Cloud *For Rent Magazine* quarterly print publication.

MGI Pharma/Eisai, Inc., Bloomington, MN

August 2007 – November 2008

Drug Safety Associate

- Assisted Drug Safety Specialists and Coordinators, created and maintained adverse event files for clinical trials, post-marketing reports and identified discrepancies.
- Updated and maintained confidential patient records through logging all cases and event incidences, production, assembly and distribution of documents, reports and manuals.

PROFESSIONAL SKILLS

Interpersonal Communication, Copy Writing and Editing, Multi-Tasker, Detail-Oriented, Public Speaking

COMPUTER SKILLS

Microsoft Outlook, Excel, Word and PowerPoint, Adobe Photoshop, Adobe InDesign, SugarCRM, Constant Contact email marketing, Brainshark, Hubspot Social Inbox