

CLAUDIA J. CHESNEAU

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Over thirty years of marketing, public relations, and office administration experience. Excellent verbal, written, editorial, and interpersonal communication skills. Extensive customer service and account management capability.

PROFESSIONAL EXPERIENCE

Motherlove Herbal Company – Fort Collins, CO
Marketing Coordinator
Marketing/Administrative
Marketing Director

September 2011 to June 2017
January 2004 to May 2007 (part/full time)
July 2001 to November 2002

Marketing:

Coordinated aspects of company restructuring for growth specifically targeting organic personal care and herbal supplement lines for pregnant and breastfeeding women. This included the streamlining of product lines, redesigning packaging and web site, conducting focus groups, and print ad production and placement. Developed and managed an extensive product sampling program with several hundred accounts for hospitals and healthcare professionals. Wrote and edited company promotional materials and blogs for website. Represented the company at international lactation conferences and trade shows. Obtained Certified Lactation Consultant (CLC) status.

Customer Service:

Ensured customer satisfaction by providing extensive product information through phone support. Assisted customers to troubleshoot issues with product usage. Responded to email inquiries, payment and delivery issues. Processed both retail and corporate orders, and worked to enhance revenue growth. Provided general office support.

Harris Bilingual Immersion School – Poudre School District, CO
Media Assistant

November 2003 to June 2006

Worked with the Media Specialist to organize, manage, and maintain a bilingual library including classroom and student support, book review and ordering, budgeting, and records management. Special projects included implementing the Accelerated Reader program, performing a complete library inventory, and updating collection records accordingly.

Linden's Brewing Company – Fort Collins, CO
Co-owner/Controller

November 2002 to October 2003

Co-owned and operated a microbrewery, restaurant, and live music venue. Managed financial aspects of business including vendor relations, accounts payable/receivable, budgeting, and cash flow. Developed print and radio ads on a monthly basis and coordinated placement throughout the state. Re-branded company products by redesigning logos and promotional merchandise. Worked with the Downtown Business Association and other local businesses in the planning and execution of special community events.

Interweave Press – Loveland, CO
Goods Editor/Editorial Assistant

January 1999 to February 2001
• *Natural Home Magazine*

Supported the launch of a national, bi-monthly lifestyle magazine on sustainable living. Researched and wrote product reviews, contributor, and resource sections. Provided extensive customer service by answering all reader inquiries on "green" living. Arranged contracts and payments for authors and photographers, sourced images, fact-checked, and completed copyright registration for each issue. Coordinated conference participation and sponsorship, and represented the magazine at events.

JSI Research & Training Institute – Denver, CO
Project Associate

August 1995 to September 1998

- CDC-HIV Prevention Training Project

Managed information dissemination on HIV/AIDS in the Rocky Mountain region. Produced promotional materials for conferences and workshops; wrote and edited project reports and documents. Planned and managed conferences and workshops focusing on various aspects of family planning and HIV prevention. Served on the Steering Committee for the Rocky Mountain Regional Conference on HIV Disease and acted as Exhibits Coordinator for the conference.

John Snow, Inc. (JSI) – Arlington, VA
Information Dissemination Manager

September 1992 to July 1995

- Opportunities for Micronutrient Interventions (OMNI)
- US Coalition for Education for All (USCEFA)

OMNI: Managed production and dissemination of project information and publications. Wrote, edited, and produced a monthly *Update* on project activities and nutrition research. Researched and developed presentations for project personnel, USAID officials, and Congressional testimony. Worked with graphic artists to design project materials and packaging. Coordinated meetings and international conferences, managed informational databases, and supervised undergraduate student interns.

USCEFA: Managed information dissemination to media, educators, and USCEFA members. Wrote, edited, and produced a quarterly newsletter. Facilitated communication and cooperation between education researchers, practitioners, and policymakers both domestically and internationally. Developed, streamlined, and supervised program financial management and administrative activities. Managed financial, membership, and program databases, coordinated meetings and special events, and supervised undergraduate student interns.

The Salvation Army National Headquarters – Alexandria, VA
Media Specialist

October 1991 to September 1992

Managed national media relationships to foster coverage of The Salvation Army's work. Acted as a liaison between major media sources and Army regional offices and personnel. Coordinated major media events, conferences, and celebrity participation in Army activities. Wrote and distributed news releases and informational materials. Worked with national corporations on joint promotional ventures. Responded to informational requests and provided consultation to Army personnel on media matters.

EDUCATION

Virginia Tech – Blacksburg, VA
Bachelor of Arts

June 1982

Cum Laude graduate in Communications, with Minors in Marketing and English.

LANGUAGES

Fluent Spanish, conversational French