

RESUME
Cynthia Bongiovanni
714/936-9000

PROFESSIONAL SUMMARY

- Ambitions, innovative, and self-disciplined marketing professional, known for the ability to plan, initiate, and carry out the activities necessary to achieve and exceed company sales goals
- Recognized as a 'people person', effective at interfacing with internal departments, clients, vendors, and industry partners at all levels
- Most productive in a goal-oriented environment that is driven by teamwork, timeliness, quality, and dedication to client satisfaction

AREAS OF EFFECTIVENESS

FINANCIAL ACCOMPLISHMENTS

- \$25 Million sales increase over three years
- \$7 Million sales increase over five years with smaller-growth company
- \$30 Million + in bid opportunities first 6 months of 2008
- \$20 Million pipeline of new projects established and maintained
- Increased hit ratio from 18% to over 33% through development and implementation of internal customer follow up/service program and redirection of target market focus
- Raised operating budget from \$20,000 to \$39,000 over two years as Corporate Sponsorship Chair for CREW-OC, a local non-profit organization (voluntary)

RELATIONSHIP BUILDING

- Cultivate relationships with Fortune 1000 clients, law firms, architectural, engineering, general contracting, project management, building ownership, brokerage and property management firms, and related industry partners
- Engage internal project teams, including management, field, and administration, in achieving marketing, sales, and customer satisfaction goals
- Promote positive public relations image, name awareness, and company integrity through service, active participation, leadership, contribution, and support of local industry associations

ORGANIZATION/PLANNING/ADMINISTRATION

- Create and implement marketing plan, budget, event schedules, and sponsorship/advertising efforts
- Establish, track, and achieve department sales goals
- Oversee proposal process to assure compliance with customer requirement
- Organize, manage, and utilize customer database for 2 regional offices
- Develop materials and research new prospects to support launch of two new construction divisions, Telecommunications and Seismic Retrofit
- Coordinate new product launches, including dealer participation and media placement/press releases for various computer security products
- Authored 150 page Dealer Sales Guide/Training Manual for dealers and sales staff
- Copywriting/layout/business communications, 2 editorial articles published in Business Journal
- General knowledge of commercial construction process, including documents, standards, procedures, space selection, design, permit and financing requirements and timelines
- Advanced proficiency in all MS office programs, ACT database, internet research

PROFESSIONAL EXPERIENCE

Company Confidential

Oct 2008 – present
Business Development

Large Sub Contractor-Commercial
Orange County, Inland Empire

TICON General Contractors

2002 – 2008
Business Development

Tenant Improvement General Contractor-Commercial
Orange County, LA County, Inland Empire
"OC Business Journal Top 5 Tenant Improvement Contractors"

Howard Building Corporation, Costa Mesa

1998 – 2001
Business Development

Tenant Improvement General Contractor-Commercial
Orange County, Los Angeles, Beverly Hills
"OC Business Journal Top 5 Tenant Improvement Contractors"

RELEVANT EXPERIENCE PRIOR TO 1998

Hearst Publishing
Outdoor Ventures Publishing
Brook Park Realty

Tele-sales Manager/Trainer - phone sales/management
Advertising & Production Coordinator
Exec Assist to Sales Manager-custom homes, land development

EDUCATION/PERSONAL DEVELOPMENT

- Residential Real Estate License - (inactive)
- ProSource Educational Services - Real Estate Contract Law
- Coldwell Banker/Edina Realty - Formal sales training and 700+ hours continuing education
- Tom Hopkins, Kathleen Kennedy, Zig Ziglar, Anthony Robbins - Sales & Motivational Training Seminars
- American Management Association - Basics of Website Design
- 30 - 40 educational programs per year relating to commercial real estate industry issues – ongoing
- Certified Wildlife Care Specialist - voluntary service, OC Wetlands & Wildlife 2000
- Certified Community Emergency Response Team (FEMA) 2009
- Certified CPR (American Heart Assoc.) 2009
- Recently Read: Mastering the Complex Sale/Thull, Getting Past No/Ury, The Carrot Principle/Gostick

MEMBERSHIPS AND APPOINTMENTS

- **IFMA-OC** (Int'l. Facility Mgmt Assoc.) Board Member / Committee Chair, Golf Committee 2002-present
- **CREW-OC** (Commercial Real Estate Women) Board Member / Corporate Sponsorship, Newsletter, and Connections committees Chairperson, Charity Golf Sponsor Coordinator 2002-present
- **BOMA** (Building Owners and Managers Association) Active Member 2002-present
- **CAA** (California Apartment Association) New Member 2009

Personal Interests: Tennis, surfing, oil painting, community service