

Elizabeth Santoli

30 East 57th Street, Apt. 12A | New York, New York 10022

[212] 000-0000 | asantoli@bluesky.com

MARKETING MANAGER | FUNDRAISER | COMMUNITY RELATIONS

Strategic Planning ♦ Special Events Creation ♦ High Visibility

PROFESSIONAL PROFILE

Accomplished, dynamic, progressive thinking executive, performing a dual role as district manager and fundraiser, integrating organizational skill, intuitive – imaginative marketing ingenuity, public relations capability and a motivational leadership style into advancing the Walgreens altruistic mission—orchestrating charitable events and achieving greater penetration into the community. Proven ability to articulate the institutional message with professionalism and sensitivity to diverse groups. Successful in donor prospecting, cultivation, revenue raising and volunteer recruitment. Concurrently, ensure the integrity of management and marketing operations for 33 stores. Provide strategic and tactical management in the execution of multi-tiered, complex initiatives including merchandising, marketing, pricing strategy, planning, budgeting, inventory control, shrink, logistics, human resources, customer service, community outreach, maximizing pharmacy performance and financial analysis.

Successful in building high performance teams through a proactive – visible management approach. Mentor, coach, motivate managers. Deepen team relationships through trust, confidence and respect.

Articulate communicator, accustomed to high visibility with proven presentation and public relations capability that impacts, strengthens and protects an impeccable corporate image.

Network within a competitive business arena. Develop and cultivate excellent contacts, build long-term relationships with key decision makers, high profile individuals and indistinct groups.

<i>Strategic Market Planning & Execution</i>	<i>Team Development & Empowerment</i>	<i>Leadership & Motivation</i>
<i>Competitive Market Positioning</i>	<i>Communications & Liaison Affairs</i>	<i>Donor Development/Management</i>
<i>Multi-Site Operations Management</i>	<i>Building/Maintaining Key Alliances</i>	<i>Special Events Management</i>

Computer Skills: MS Word, Excel, Power Point, Outlook

Selected Accomplishments:

- In collaboration with the market leaders at Walgreens and Duane Reade, and the cause marketing team supported the J. Siller Foundation through the offering of “Give Aways.” Led the conference; developed the timeline; delegated work responsibilities. Negotiated and leveraged partnerships with vendors.
- Spearheaded the introduction of ADA [American Diabetes Association] Alert Day. Organized the meeting to kick-off the campaign. Designed criteria outlining Walgreens participation and responsibilities. Met with the community leaders and district leaders.
- Champion for Walgreens “Way to Well Commitment.™” Set an ambitious four-year target goal to donate \$100 million in support of leading health organizations in their drive for prevention and early detection. Recognized for achieving the highest percentage increase in revenue. Partner with American Diabetes Association, American Heart Association, Susan G. Komen for the Cure, American Cancer Society, JDRF [Juvenile Diabetes Research Foundation].
- Participated in an event at The Apollo Theater Foundation—Celebrating Women Leadership. Coach aspiring young women; develop personal branding; set high standards. Serve as role model. Mentee joined event.
- Major contributor to corporate partners and a local charity organization in the launch of an innovative event establishing the “Face of Walgreens.”

AWARDS Certificate of Appreciation: School of Pharmacy, Purdue University.
Certificate of Appreciation: Nora F. Taylor Women’s Missionary Society Young Women’s Initiative

PROFESSIONAL EXPERIENCE

WALGREENS, New Hyde Park, New York 1991 – Present
District Manager [2008 – Present]

A high profile position in developing the strategic positioning of company for continued growth and profitability. Direct the entire management operations spectrum for 33 stores and pharmacies throughout the metropolitan area, with total P&L responsibility. Receive direct reports from store managers and the district pharmacy supervisor, indirect reports from the operations trainer and the district loss prevention manager. Effectively communicate and implement company’s image, vision and mission. Set and reach performance targets.

- Perform constant field visits, effectively communicating the “big-picture vision.”
- Administer the coaching, mentoring and training process; observe, critique and measure performance.
- Analyze financial and performance data. Review daily comparative sales results. Evaluate trends, patterns; develop strategies to enhance store performance and increase sales and profits. Identify sales opportunities.
- Monitor and critique customer service delivered by team members; develop action plans.
- Oversee market performance, daily. Identify gaps and develop strategy to close gaps.
- Fulfill a service – image driven ambition, utilizing critical customer perception indicators. Collaborate with managers in reviewing and analyzing the metrics.
- Diagnose and analyze root cause in shrinkage. Formulate and implement a tactical action plan; work in concert with managers to reduce shrink levels.
- Conduct monthly performance reviews and conferences to assess and evaluate goals achieved. Ascertain inconsistencies and devise a plan.
- Monitor the supply chain—sourcing, purchasing, transport, warehousing, inventory, distribution.
- Generate financial reports; identify opportunities; develop and implement strategies to attain goals.
- Ensure compliance with regulatory requirements and enforcement of company policies and procedures.

Registered Store Manager [2004 – 2008]

Managed multiple locations in suburban and rural areas including a 24-hour site.

Staff Managed: 25 – 50.

Budget Managed: \$5 million - \$10 million.

- Recognized for improving total sales, profit margins and image of pharmacy and self-service by providing exceptional customer service to patrons and patients.
- Enforced rigid screening and hiring standards. Directed on-going training programs.
- Kept abreast of latest technologies, trends, industry changers and competition.
- Managed inventory levels.
- Organized and supervised the District Business Management Internship program.

Executive Assistant Manager Registered [2004 – 2004]

Interacted with the Walgreens echelon as well as outside associates, ensuring that directives were accomplished.

Staff Managed: 11 – 24

Budget Managed: \$1 million - \$5 million.

- Supervised merchandising and stocking initiatives.
- Participated in store operations.

District Pharmacy Supervisor [2000 – 2004]

Supervised 20 – 25 pharmacy operations in the Illinois District. Increased pharmacy profitability through review, analysis, action planning and implementation of initiatives and expense controls. Ensured compliance with state and federal regulatory laws and company policies and procedures.

Staff Managed: 100+

Budget Managed: \$5 million - \$10 million.

Pharmacy Manager [1996 – 2000]

Staff Pharmacist [1995 – 1996]

Pharmacy Intern [1991 – 1995]

EDUCATION

PharmD, Pharmacy, XAVIER UNIVERSITY OF LOUISIANA, New Orleans, Louisiana

ACTIVITIES

Duane Reade Charitable Foundation, Board Member, 2012-Present
 New York Urban League, Interviewer, 2011-Present
 ENACTUS, Judge, 2009-Present
 Youth Motivation Task Force/Black Executive Exchange Program, Participant, 2009-Present

**TRAINING &
DEVELOPMENT**

Personal Development, 2013 Great Leaders GROW	Personal Development, 2012 Completed Harvard ManageMentor Module
Personal Development, 2012 Being the Boss	Personal Development, 2012 Incredible Way to Rev Up Your Workplace
Personal Development, 2012 The Five Dysfunctions of a Team	On-the-job Development, 2012 Apollo Theater Foundation, Valentine’s Day