

Marcia Fernandes

## **Capabilities**

### **Marketing/ Sales**

College level instruction in marketing/web marketing. Development of a marketing plan for my private label and patented inventions, including research, competitive analysis, market positioning, branding, pricing, segmentation, advertising, promotion, distribution and sales management. Focus groups. Wholesale and retail operations. In-store merchandising. Catalog Sales. Commission sales of assorted licensed and patented products. Direct sales television in Spanish and Portuguese. Client relations. Import and export. Florida licensed real estate professional.

### **Management**

Advertising department curriculum and assessment coordinator. College level instruction in management. Start-up planning for several of my own as well as private companies. Needs assessment and development. Computer systems initiative. Hiring and management of staff. Administrator of group health insurance. Development of office procedures and policies, personnel policies, and employee handbook. Strategic planning and expansion forecasting. Accountant and attorney interaction. Plan, coordinate and supervise special projects.

### **Finance**

College level instruction in business. Cash flow management, preparation of financial statements, vendor relations, payables and receivables, payroll ADP, workers compensation, preparation of tax returns. Competitive pricing. Client statements. Financial forecasting. Budgeting. Financial reporting to headquarters. Bank reconciliation of multi-currency accounts. SEC compliance, reporting and portfolio performance measurement.

### **Communication**

College level instruction in the areas of communicating through film, scriptwriting, speech, business, and internet communication. Co-authored a screenplay. Public relations writing/ press releases. Produced and wrote business news package and direct sales television commercials. Research for television news and advertising. Internet research and literature review for communication projects. Assisted news assignment editors and field producers. Features writer for college publication.

## Work History

### Currently

- 1998-  
Present                   Instructor  
The Art Institute of Fort Lauderdale: Fort Lauderdale, FL  
A collegiate, degree seeking institution, offering Associate of Science degrees and Bachelor of Science degrees in the fields of visual and practical arts. Instruction primarily in the advertising and interactive media departments.
- 2006-  
Present                   Sales  
Global TV Concepts, Ltd. – Deerfield Beach, FL  
Development and distribution company of household, health and beauty and novelty items.
- 2000-  
Present                   Inventor/Patent Holder  
Licensing and developing patented consumer products  
[US Patent Number 6,086,451](#)  
[Trademark Serial. No. 75896721](#)

### Recently

- 2007-  
2010                    Managing Partner  
360 LLC – Deerfield Beach, FL.  
Formed to develop the screenplay 360.
- 1999-2006             Licensed Real Estate Sales Person, Residential  
Powernetrealty.com, Jupiter FL. (*Currently the license is in a status of "voluntary inactive" until the market improves*)

### Formerly

- 1999-2001             Adjunct Professor  
Palm Beach Community College: Boca Raton, FL  
Instruction in the communication and business departments.
- 1997-1998             Free Lance Associate Producer/Internship  
PBS / Nightly Business Report: Miami, FL  
Daily broadcast of national business news.
- 1995-1996             Partner  
Florida Galaxy Corporation: Pompano Beach, FL  
Co-wrote, produced and sold a line of giftware through direct sales television advertisements on Portuguese and Spanish Television.
- 1995-1997             Director of Operations  
Jacobs Asset Management: Fort Lauderdale, FL  
Asset Management Company for high net worth individuals,

- trusts, and foundations. Minimum \$10,000,000 account.  
\$350,000,000 assets under management.
- 1993-1994 Assistant to the President  
Streicher Mobile Fueling: Fort Lauderdale, FL  
Mobile fleet fueling. Serving the south FL, TN, GA,CA
- 1987-1993 President/Owner  
Redvan Investments: Boca Raton, FL  
Managed several small importing ventures for such products as art, sculpture and floor tile from Venezuela. Real estate investment. Managed a family charter yacht.
- 1982-1986 President/Owner  
Uptown de Venezuela: Caracas, Venezuela  
Founded a private label cosmetics company in Venezuela. This company was sold as a successful on-going line of cosmetics with national distribution when I left in 1986.
- 1981 Assistant to the President  
Corpa Publicidad: Caracas, Venezuela  
The second largest advertising agency in Venezuela and an affiliate of Ogilvy & Mather Advertising Company. Worked on strategic planning for the agency and it's affiliated companies.
- 1975-1979 Market Research Assistant  
Fernandes Supermarkets: Norton, MA  
Family owned super market chain of 36 stores. Full time summer employment.

### **Education**

- 1997 Master of Arts- Communication - 3.92 GPA  
Barry University: Miami, FL
- 1980 Master of Business Administration - With Distinction  
Babson College: Wellesley, MA
- 1979 Bachelor of Science- Marketing - With High Distinction  
Babson College: Wellesley, MA
- 1977 Associate of Science- Business Administration - Magna  
Endicott College: Beverly, MA Cum Laude

### **Languages**

Bilingual English and Spanish

### **Awards**

Honored Faculty Member AIFL, January 2002

Student Choice Awards "Most Enthusiastic", December 2004  
Art Institute "Kudo's Award", January 2007

**Professional Certificates**

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| 2009 | Strategic Planning and the Balance Score Card<br>Nova Southeastern University<br>Davie, FL       |
| 2007 | Integrated Marketing Communication and the Internet<br>Nova Southeastern University<br>Davie, FL |