

VICTORIA A DAVIS

SUMMARY OF QUALIFICATIONS

- **Proven Training Ability** - Trained hundreds of clients in computer skills including Beginning Computers, Microsoft Word 97/2000, Microsoft Excel 97/2000, Microsoft PowerPoint 97/2000, Microsoft Access 97/2000, Microsoft Windows 95, Microsoft Windows 98, Microsoft Publisher, QuickBooks, Microsoft Internet Explorer, Microsoft Outlook, Microsoft Outlook Express and Netscape. Ongoing training classes are customized to specific client needs with courses ranging from 4 – 16 hours in length. *References available upon request*
- **Excellent Communication Skills** – Responsible for presentations to upper management at GTE and Cellular One as well as front-line employees on marketing campaigns, strategy implementation, budget planning, capital budgeting, and new product rollout.
- **Strong Background in Public Speaking**– Served as a guest speaker at Georgia Tech, Rotary Clubs, and other civic organizations. Represented Cellular One in Albany market in civic clubs and on television, radio, and in print media. Participated in prestigious marketing and management training programs at GTE, which included modules focusing on public speaking. Served as president of several major organizations including Executive Round Table, Student Alumni Association, and Student Government Representative while at Georgia Tech and Chairman of the Camilla Chamber of Commerce. Member of GTE Toastmasters.
- **Strong Technical Knowledge** - Extensive experience in programming with a focus on HTML, JavaScript and database programming. Also have programmed in SPSS/X, FoxBASE, dBase III+, Hypertext, Visual Basic, Perl, and FileMaker Pro. Efficient in graphic design including Microsoft PhotoDraw, Photoshop, NetObjects Fusion, Microsoft FrontPage, and Macromedia Flash.
- **Strong Curriculum Development Skills**– Curriculum for Bright Ideas has been developed in conjunction with Sue Adams, certified teacher and technology trainer and Susan Glass, certified teacher –middle school and gifted certified in order to reach all learning styles. Their experience and certifications in the teaching field combined with the technological experience of Vicki Davis have created a strong, loyal following of students in Mitchell, Baker, and Thomas counties.
- **Understanding of Internet Marketing and its impact on business and required employee skills** - Development of e-commerce sites and internet Implementation for businesses of marketing practices that integrate daily business functions with web practices. This included training of employees on basic website updating, e-mail management, and internet marketing campaign design.
- **Strong Awareness of the employment needs of the business community**- Responsible for management of \$4M budget and 32 employees for a major cellular company. Responsible for hiring and management of operations, customer service, technicians, and sales. Responsible for ongoing training of employees in all aspects of the cellular business with a focus on new technologies.
- **Successful Project Management** - opened 4 additional locations for Cellular One on time, projects under direct supervision came in under budget.

Access, Microsoft Excel and Internet at Westwood Schools.

- Created successful training business providing 50-100 training hours per year for major clients in Mitchell, Thomas, and Dougherty counties. The business has trained over 500 persons in four years and continues to expand by word-of-mouth, recommendations, and repeat customers with little or no advertising. Major businesses who have contracted with Bright Ideas include Mitchell Electric Membership Cooperative, Planters & Citizens Bank, The Camilla Chamber of Commerce, and Autry Petroleum.
- Created successful web design, marketing and consulting business including work for www.pcbankonline.com , www.riverviewplantation.com , www.funstongin.com , www.camillageorgia.com , www.egeoservices.com and more.

1994 - 1996 Palmer Wireless, Inc. d/b/a Cellular One Albany, Georgia

General Manager - Albany MSA and GA9 RSA

- Responsible for daily operations and management of a 13 county area including 32 employees and multi-million dollar budget
- Quadrupled market performance within two months and created positive cash flow for the market
- Created distribution strategies, located and opened 4 new locations within the market resulting in 200 additional activations per month in the markets.
- Spearheaded company data and leading technology efforts in local market including CDPD and PDA technology.

1993 - 1994 Contel Cellular

Atlanta, Georgia

Market Planning Administrator

- Coordinated pricing and revenue activities in 15 Metropolitan Service areas and 21 Rural Service areas across the country
- Developed and presented business plans and budgets for 15 partnerships
- Proposed capital budgeting plans (\$20M+)
- Developed pricing and revenue generating strategies resulting in highest customer growth (64%), operating cash flow (\$5.2M greater than budget), capital efficiency, network performance, and customer satisfaction (95% highly satisfied and satisfied) and lowest churn (1.55%) in the company. The Area administered won President's Award for Best Area Performance

1992 - 1993 GTE Service Corporation

Stamford, CT

Marketing Associate Development Program

- GTE Personal Communications Services - Market Research manager - Nations first market trial of PCS in Tampa, FL - 1993
- GTE Mobile Communications- Product Marketing - Product Analyst - 1992-1993
- GTE Telephone Ops - Business Development - Account Exec - 1992

1991	Georgia Institute of Technology	Atlanta, GA
	<i>Teaching Assistant - Strategic Management, Dr. Phil Adler</i>	
1990	Georgia Institute of Technology	Atlanta, GA
	<i>Marketing Intern, Office of External Affairs</i>	
1991	Georgia Institute of Technology	Atlanta, GA
	<i>Research Assistant, College of Economics, Dr. Danny Boston</i>	
1989	Senator Sam Nunn	Washington, D.C.
	<i>Academic Internship, Domestic Legislation Department</i>	
1988,89	Delphi Consulting Group	Camilla, GA
	<i>Administrator - Grants, Proposals, and Automation - CDBG Grants</i>	
1987	<u>The Camilla Enterprise</u>	Camilla, GA
	<i>Special Edition Editor - First Progress Edition</i>	

HONORS AND AWARDS (SELECTED)

2001 – Leadership Georgia Participant, Georgia Chamber of Commerce

2000 – Presented seminar on Spontaneous Volunteer Management for National Voluntary Organizations Active in Disaster (VOAD) Conference 2000

2000 – Certificate of Commendation – Georgia Emergency Management Agency for work at Mitchell County Volunteer Command Center

2000 – Rotary District 6900 Governors Citation for Excellence for work with Mitchell County Volunteer Command Center - February 14, 2000 tornado

2000 - Certificate of Appreciation - First Baptist Church & Camilla Chamber

1995 - 2,000 Notable American Women, American Biographical Institute

1993 – GTE Capital Budgeting Team FY1994 - Team Achievement Award

1993 – Contel Cellular - New York RSA 3 Partnership Management Proposal - Team Achievement Award - (Team Leader)

1991 - Who's Who in American Colleges and Universities

1991- Outstanding Young Women of America

1991 – Recognition as Graduate with Highest GPA from Georgia Institute of Technology Management Program

1990 - Outstanding Management Major, College of Management, Georgia Institute of Technology

1987-1991 - Georgia Scholar

CIVIC ACTIVITIES AND PROFESSIONAL MEMBERSHIPS

Camilla Chamber of Commerce – Chairman of the Board of Directors, 2001-2002, First Vice President, 2000-2001 , Membership Services Chair, 1999

Mitchell County Economic Development - Tourism Committee member 1999-2001

Camilla Rotary Club – 1999-present Member- Chairman, Web Site Committee (www.camillarotary.org) - Member, Character Education Committee

First Baptist Church, Camilla - Vacation Bible School – Director 1999, 2000, Adult Ensemble, Adult Choir, Sunday School Teacher, Acteens Director, Mission Friends Director

Mitchell County Volunteer Command Center - co-chairman February 2000 - coordinated volunteer cleanup effort & maintained informational website, coordinated all volunteer agencies for cleanup - chartered by Mitchell County Commission

ARP (Mitchell County Retardation Center) Board of Directors - 2nd Vice Chairman (1999-present)

Westwood Schools - Technology Committee, co-author of Technology Plan (2000); Endowment and Annual Giving Campaign Committee – Co-Chair Grants committee (2001)

Georgia Tech Steering Committee for Alumni Programs (1992-3)

Georgia Tech Visiting Professor (1992, 1993, 1994)

HTML Writers Guild (2000- present)

National Webmasters Association (2000 – present)

GTE Toastmasters (1992-1993)