

# SHAWN MARIE DIDDY

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**JOB OBJECTIVE:** Position in Direct Response/ Electronic Retail Marketing as Talent & Production

## **SUMMARY OF QUALIFICATIONS:**

- 15 years retail/ electronic retail employment as well as training and development experience resulting in a unique background encompassing many facets of executing strategic direction for on-air presentations.
- 10 years media coaching experience; organized and able to quickly assess needs and provide tools to resolve difficulties, enhance learning, and improve performance. Experience in writing and delivering formal training programs with set performance standards and objectives. Worked on front and back end operations of retail
- A strategic thinker and succinct communicator with a consistent record of achievement. PR and Marketing orientation with strong skills in analysis, negotiation, writing and planning. Brainstorming abilities to develop new ideas.
- Conducted Graduate level studies of the effect of appearance, self-esteem and “presence” in mass media and hold several degrees including a Masters in Mass Communications with emphasis in Training and Development.
- Experience in scouting, model directing, invoices, appearance/ wardrobe/ make-up. I am an accomplished salesperson, vendor guest, TV retail host, performer, motivational speaker, spokesperson and print model with extensive retail and television industry contacts. I have recruitment resources across the country and can effectively evaluate and hire talent in coordination with HR.

## **PROFESSIONAL EXPERIENCE:**

2007-Present **National Television Spokesperson** –

For *Jewelry Television/ JTV.com* –National media tour. Represented network in interviews including regional and national television, radio and print.

2000-2007 **TV Show Host/ Direct Response and Electronic Retail** –

For *Jewelry Television* 2006-2007. For *Shop at Home/ Scripps Network* 2002-2006t -Television host on live national Network selling products in Health and Beauty, Home Accents, Cooking, Jewelry, Apparel- personal estimated gross sales \$9.6million/yr of \$28 million total sales.

- Research and profitably present products in a variety of categories, effectively launch new products
  - Official Co-Host of “From Emeril’s Kitchen” with Food Network’s Chef Emeril Lagasse- \$5.2 million in sales in first year. Increased kitchen sales 30 percent. HGTV and DIY Network co-host of “Let’s Get Crafting”. Developed product line and dramatically increased department sales over two year period.
  - On teams to redesign/ streamline effectiveness of testimonial calls and functionality of tech information sheets
- For *QVC Network* 2000-2002 (*Product Concepts Company/Calgon Carbon Corporation*): Product Expert/ Vendor Guest
- Successful On-Air Expert for PREZERVA Line (over 15 products) on the largest live electronic retail TV network
  - Prepared sets, props and presentations, attended product and QVC compliance trainings, researched products

1999-Present **Speaker /Educator /Lifestyles Coach, Independent Contractor**

- Coach On-Air Talent, Pageant Participants, Public Speakers, Presenters, Educators
- Design, implement & supervise wellness and confidence building programs for a diverse population of clients based on guidelines set by the American Council on Exercise & the American College of Sports Medicine
- Follow legal practices of assessment and guidelines for special populations and situations
- Published author of articles for newsletters and publications
- Educator, television and radio personality “expert” in regard to implementing the “Make SENSE of Life” Program, Mass Comm., Wellness and Lifestyle issues (Towson University, Community College of Baltimore County, Towson University Women’s Empowerment Conference)
- Write and produce television health segments (WOCV-TV, ENN-TV, Freelance)
- Miss America Pageant Preliminary Producer 2002 (Miss Carroll Creek Scholarship Program)
- Judge for modeling and talent competitions and pageants across the country – Florida, Iowa, Maryland (Certified Miss America Judge)
- Emcee, Vocalist, Actor and Show Host (Events, Theater, Television, Film – Resume and Reel upon request)
- Keynote speaker for schools, universities, civic groups, and business organizations. (Wendy’s ‘HUGS’ Awards, Iowa Governor’s Conference, Easter Seals, Women of Today, K-12 NEIC Schools)
- CBS Television’s “Miss USA Pageant” – Miss Iowa 1997 (Miss Universe/ CBS /Trump Productions)

1997-1998 **Model Director** - *Kreber Enterprises, High Point, NC* -Cast models for major national & international accounts

- Directed models in shoots
- Scouted locations, responsible for wardrobe and small properties
- Negotiated pay rates, Handled division accounts and issued PO numbers
- Responsible for model-client-agency relations and budgets

## SHAWN MARIE DIDDY (Cont'd)

1995-1996 **Employment Training Specialist** -*Comprehensive Systems, Cedar Falls, Charles City, New Hampton, IA*- Successfully interfaced with Vocational Rehabilitation and other state agencies to place clients with cognitive and physical disabilities in positions of supported employment

- Monitored progress, law compliance, and grant use with written and oral reports
- Developed and conducted training seminars and organizational presentations
- Signed significant new business/ employment positions, educated clients, facilitated on the job training
- Worked hand over hand and transported consumers to job site
- Served on community ADA board

1994--2002 **Public Relations /Marketing**

For *Women In Film and Video of Maryland* -Marketed organization to entertainment industry associates. Attended industry functions; spoke as a PR representative of the organization.

- 2002 WIFV-MD Scholarship/ Mentorship Director (Appointed)
- 2001 WIFV-MD Secretary (Elected Officer/ Board of Directors)
- 2000 WIFV-MD Membership Recruitment Director (Elected Director at Large/ Board of Directors),

For *Mississippi River Country* 1996 -Marketing Promotion Representative in Japan -One of ten US Public Relations Representatives selected to join government officials in Japan.

- Spoke before Japanese dignitaries and participated in extensive media interviews (Western Village, Tokyo)

For *Minneapolis Shriner's Hospitals for Children & Iowa March of Dimes* 1996-1997 -TV and Radio Spokesperson

For *Cedar Valley Food Bank, Cedar Falls, IA* 1994 - Organized several major fundraisers including a "Roof-Sit" with local television and radio personalities.

- Writer: Created PSA scripts, Written publications /Marketing materials; press kits, newsletters, bulletin boards, brochures, press releases, articles, fundraising letters, and letters of recognition.
- Presenter: Gave marketing presentations using traditional and computer-based (Power Point) materials

1991-1996 **Owner/Manager** - *Starworks Entertainment, New Hampton, IA*

- Recruited, hired, managed & trained live DJ's and Karaoke show hosts
- Hired and trained administrative and sales staff
- Bookkeeping and PR responsibilities included sales /new accounts, customer service and billing
- Designed and created posters and marketing materials
- Responsible for major equipment purchases and transportation arrangements
- Independent Contractor w/ United Sound (1990-1991) Orlando, Florida; Disney World Resorts, International Drive Hotels, Europa Cruise Lines

1990-1998 **Retail Sales**

For *Quality Auto Plaza/ Hendrick Automotive Group, Olathe, KS* 1998 -Director of Toyota Customer Service Department Launched Customer Service Department; established detailed action plan, attained milestones, created efficient documentation system in conjunction with existing Toyota system.

- CSI surveys, phone surveys, follow up and national reporting

For *Crown Acura, Greensboro, NC* 1997: Sales Associate

- Consistent "Top 3" Salesperson - lead sales in new and used vehicles

For *Belden Jewelers, Cedar Falls, IA* 1991-1996: Sales Associate,

- Consistently met specified performance metrics, excellent product knowledge, management track

For *Connie Shoes, Orlando, FL* 1990-1991: Assistant Manager

- Managed schedules, sales goals and commissions for associates, Trained new sales associates, Opened and closed secured location, reconciled accounting, inventory and reporting

### **EDUCATION & PROFESSIONAL DEVELOPMENT:**

**Master of Arts** (Suma Cum Laude) – Mass Communications (Electronic Media/Television/Film) - *Towson University*

**BA** (Cum Laude) – (Social & Behavioral Sciences, Education, & Humanities/Fine Arts) Liberal Arts - *U of Northern Iowa*

**Associate of Arts** (Honor Graduate) – Training/Education Emphasis - *North Iowa Area Community College*

**TV Training** (1500 Hr. Course): On-Camera Presentation, Make-Up, Voice Over, Print – *Avant School, Des Moines, IA*

**Employment Training Specialist Cert.** - Marketing, Special Populations, ADA - *University of Missouri-Columbia*

**Certifications:** ACE (American Council on Exercise) Personal Trainer, (ACE) Lifestyle & Weight Management Consultant, Adult CPR

**Professional Development:** Shop at Home: Making Meetings Count, Problem Solving, Time Management, Negotiation Skills