

Ilene Fink

315 New Street, Unit 117, Philadelphia, PA 19106 215-880-1520 ilenefink@aol.com

EDUCATION EXPERIENCE

Philadelphia University, Philadelphia, PA

*Visiting Assistant Professor of Fashion Merchandising
School of Business Administration*

September 2009 to Present

Adjunct Professor

September 2007 to May 2009

Fashion Merchandising, Consumer Behavior, Principles of Marketing, International Marketing,
Marketing in an Electronic Environment

- 2008/2009 Distinguished Adjunct Faculty Award
- Fashion's Night Out field trip advisor
- Adapted syllabi, wrote lectures and exams, created industry relevant project presentation assignments, chose articles and assigned current event topics for readings and class discussion, procured guest speakers, participated in open house

The Art Institute of Philadelphia, Philadelphia, PA

Professor

October 2004 to Present

Marketing, Advertising, Public Relations, Product Development, Consumer Behavior, Sales Promotion,
Manufacturing, Business Ownership, Portfolio I & II, Apparel Evaluation and Construction, Merchandise
Management and Fashion History

- Excellence in Teaching Award, Winter 2007
- Member of Middle States Accreditation committee
- Advisory Board Member
- Faculty conference speaker; Topic: The Marketing Plan, The Product is YOU!
- Life & Style field trip advisor
- Guided and scheduled Portfolio Review graduating student projects critiqued by faculty, staff and industry
- Designed syllabi, wrote lectures and tests, chose textbooks and readings, created industry related project assignments to be presented, hosted relevant guest speakers, participated in open house

Club Fashion Foundation, Philadelphia, PA - www.clubfashionfoundation.com

Chairperson

January 2006 to April 2008

- Raised funds for charitable organizations by engaging college students in event planning and neighborhood industry projects creating a positive contribution to society through an educational experience
- Coordinated Visual Merchandising contest with students for window displays
- Acted as corporate liaison to secure venues for events

Chestnut Hill College, Philadelphia, PA

Adjunct Professor

September 2006 to May 2007

Marketing Principles, Marketing Management, International Marketing

- Adapted syllabi, wrote lectures and exams, created industry related project presentation assignments, selected case studies, chose current event articles for readings and class discussion

Fashion Institute of Technology, New York, NY

Adjunct Professor

January 2006 to May 2006

Consumer Motivation

- Adapted syllabi, wrote lectures and tests, created industry related project assignments to be presented weekly, chose current event articles for readings and class discussion

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INDUSTRY EXPERIENCE

Venice Art Tiles, Venice, CA & Philadelphia, PA

Sales & Marketing Partner

February 2007 to August 2008

Created product pricing, originated rewards program, designed sell sheets, managed business ownership, administered public relations, assisted in planning and executing tradeshow

Key Accomplishments

- Established twenty-three showrooms in eight states in the first year
- 2007 revenue doubled in the first quarter of 2008

Delair Group L.L.C., Pennsauken, NJ

Manufacturer of swimming pools and ornamental fence

Marketing Director

August 1998 to December 2003

Marketing Coordinator

August 1997 to August 1998

Provided support to customers and consumers regarding corporate communications and general marketing needs. Created and executed productive marketing strategies and oversaw budgets for national consumer and trade advertising, website management, dealer incentive programs, public relations and tradeshow. Conducted in-depth sales analysis to assist in formulating overall plans and programs. Researched marketing opportunities for new products and coordinated efforts for licensed products. Produced effective public relations program for do-it-yourself home show resulting in substantial brand recognition. Served as project manager for annual national tradeshow. Directed development of collateral including video brochures, literature, product photography and point-of-purchase materials

Key Accomplishments

- Spearheaded and executed test marketing campaign increasing sales by more than 20%.
- Negotiated media buys up to 75% off rate card for consumer and trade publications
- On-site executive producer for four consumer and three B-to-B videos
- Served as Management Team member
- Initiated and managed co-operative education intern program with Drexel University
- Founded the EAC (Employee Appreciation Committee) to acknowledge efforts of staff

East Coast Salon Services, Mt. Ephraim, NJ - Distributor of salon products

Marketing Coordinator

June 1996 to August 1997

Managed cooperative advertising, rebate accrual program and service programs. Implemented seasonal promotions and inventory liquidation. Presented marketing consultations. Created and produced point-of-purchase materials. Assisted in regional tradeshow production.

Key Accomplishments

- Introduced new service programs such as *Color for A Cause* benefiting charity

Zenith Products Corporation, Aston, PA - Manufacturer of bath wares

Merchandiser/Display Designer

June 1995 to January 1996

Sourced and negotiated costs with display manufacturers. Established and executed programs including point-of-purchase standardization. Assisted in planning and designing tradeshow exhibits. Supervised product photography

SYMS Corporation, Secaucus, NJ - Clothing Retailer

Assistant Buyer, Executive Assistant Buyer

June 1994 to June 1995

Assisted Vice President of Merchandising with negotiating orders and analyzing sales. Visited vendors with whom orders were negotiated and written. Interpreted inventory reports comparing plan to previous year. Delivered presentation of new merchandise at managers meeting

EDUCATION

Drexel University, Philadelphia, PA

MBA, Double Major: Marketing Management; Management of Production and Operations; June 2000

BS, Design & Merchandising - Marketing Concentration; June 1994

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RECOGNITIONS

- Distinguished Adjunct Faculty Award, Philadelphia University, 2008/2009
- Excellence in Teaching Award, The Art Institute of Philadelphia, Winter 2007

SEMINARS

- Drexel University Alumni Association Guest Speaker 2009
- Faculty Conference speaker, The Art Institute of Philadelphia, 2009

AFFILIATIONS

- People's Emergency Center (PEC) Volunteer, 2004-2005
- Art Institute of Philadelphia Fashion Show, 2005 - 2008
- Club Fashion Foundation Co-Chairperson, 2006-2008
 - Website development and maintenance: www.clubfashionfoundation.com
 - Organizations that received charitable donations
 - ActionAIDS
 - Easter Seals
 - Leukemia & Lymphoma Society
 - Urban Blazers
 - 4 U By Nu
 - Visual Merchandising contests
 - Loews Hotel
 - The Gallery Market East
 - Secured venues for events
 - Loews Hotel
 - Urban Saloon
 - Society Hill Hotel

CONFERENCES ATTENDED

TS2 Expo, 2008
Copenhagen International Fashion Fair, 2008
Philadelphia Fashion Week, 2009

SERVICE ACTIVITIES

- Member of Middle States Accreditation committee, The Art Institute of Philadelphia, 2008
- Advisory Board Member, The Art Institute of Philadelphia, 2009
- Fashion & Textiles Workgroup, Philadelphia University, 2009
- Fashion Merchandising Team, Philadelphia University, 2009

COURSES DEVELOPED

- For The Art Institute of Philadelphia
 - Marketing - created a one part course from two adding industry relevancy, 2005
 - Advertising – developed for the Bachelors degree program, 2005
 - Public Relations – a special topics class focusing on special events, 2006
 - Product Development - developed for the Bachelors degree program, 2005
 - Portfolio I & II – a capstone class created for the Bachelors degree program, 2005

STUDENT TRIP ADVISING

- Fashion's Night Out field trip advisor, 2009
- Life & Style field trip advisor, 2007

GUEST SPEAKERS

- Dave Connelly & Mike Toth, David's Bridal
- Tony Vitullo, Deb Shops
- Desta Raines, Jones Apparel Group
- Scot Key, Saks Fifth Avenue
- Marla Katz, The Census Bureau
- Henry Hart, Senior Deputy Attorney General
- Brian Black, Sungard
- Charlene Marko-Heim, Wawa
- Adam Deringer, The Brownstein Group
- Nick D'Amico, Curv Sports
- Russ Haur, Spring Mill Partners, LLC
- Stephen Foxman, Esq, Eckert, Seamans
- Dr. Stephen Spinelli, President, Philadelphia University
- Dean Dave Brookstein, Philadelphia University
- Trish Shafer, Career Services, Philadelphia University
- Ralph Stewart, The Art Institute of Philadelphia
- Environmental Protection Agency
- United States Post Office
- Multiple Sclerosis Association of America
- People's Emergency Center