

**The Resume of Danielle Marie Bergan**



**Background Summary**

I am a sales and marketing specialist with exceptional knowledge of Human Resources and Non-Profit fundraising. I have an outgoing personality, combined with an insatiable appetite for knowledge and a passion to help others. Skills include excellent communication abilities (including public speaking, blogging and speech writing), collateral development, and quality assurance.

**Work Experience**

**HR/Admin Manager and Intake Coordinator**

**Ka Hale A Ke Ola Homeless Resource Centers, Inc.**

**4/4/16-9/6/16**

- Coordinated HR and Admin for over 55 employees
- Provided assistance with hiring, recruiting, Medical and 403 B administration
- Handled coordination of events, assisted CEO in any way possible
- Worked as Intake Coordinator for 3 weeks managing the waiting list and admitting homeless to the program

**Business Development Manager- Hawaii**

**Vantaggio HR (1/1/14- 2/2/16)**

- Primary source of company's business development for the Hawaii region
- Lead generation through sales strategy, networking, referral partners, e-mailing campaigns, research, and cold calling.

- Complete organization of quarterly HR presentations, including securing the speaker, venue marketing avenues and topic.
- Assistance to Southern Cal, San Diego and Northern Cal offices when needed to assist with sales strategy
- Assist Human resource Consultants when needed regarding labor law compliance, open enrollment and other assistance to client companies.

### **Business Development & Marketing Manager**

#### **KilaKila Employer Services (5/2008-11/2011)**

- Managed the Lahaina office of KilaKila Employer Services.
- Lead outside sales person responsible for generating new qualified clients.
- Managed Lahaina office, performed on-boarding of clients, client employees and assisted risk management in presentation of company policies.
- Lead generation through research, cold calling, e-mail marketing and face to face meetings.
- Developed company Marketing Strategy for 2009 and 2010.
- Responsible for content of company radio/print ads and speech writer for company owner when she was Chairman of the Board of the Maui Chamber.
- Guerilla Marketing coordination through View Point article in Maui News, press releases, appearances by CEO on Hawaii News Now Sunrise Show and a segment of the Alan Arakawa "Reality Check" on Akaku television.
- Increased KilaKila's client base through signing contracts with 30 local businesses in 3 ½ years (all during a recession totaling over \$2 million in annual payroll).

### **Maui Chamber of Commerce**

#### **Director of Sales (2003-2008)**

- Primary source of income generation for the largest business organization in Maui County.
- Increased Chamber revenue from \$70,000 in 2004 to \$130,000 in 2007.
- Brought in over 400 members in 4 and ½ years.
- Responsible for membership, sales, website marketing and advertising, event sponsorship, Connections newsletter advertising/production and membership retention.
- Participated in Government Action Committee, Westside Committee Made in Maui Committee, Business Education Committee and Marketing Committee.
- Coordinated all major events and Business after Hours.
- Produced 2008 Maui Chamber of Commerce Business Directory generating over \$40,000 in revenue for the Chamber.

## Education

- St. Bonaventure University., St. Bonaventure NY- [REDACTED] graduated B.A. History
- Mt. Carmel HS and Auburn HS, Auburn NY- [REDACTED] graduated- College Prep

## References

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## Community

- **American Heart Association-** Chair Maui Start Heart Walk 2010, Board of Directors 2011, 2012.
- **Feed My Sheep-** Volunteer at food disbursement 2010
- **Women Helping Women-** member of the West Maui Domestic Violence Task Force 2012-2016, Treasurer, Women Helping Women Board of Directors 2015, 2016
- **Mental Health America, Maui Chapter-** BOD member 2016/17. Helps with Diversity training.
- **SHRM Maui-** HR training committee assists with scheduling presentations.