

TARA L. FULLER

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Talentapes.com/tarafuller

Ashland, OR

Conscientious communication professional with excellent oral, interpersonal and written communication skills; acknowledged record of building loyalty, meeting deadlines and multitasking.

PROFESSIONAL:

- **Reporter/Anchor, KDRV (2010-2011)**
Research, develop and interview story leads; write, shoot and edit content; report daily for live evening newscast. Develop and maintain community and government relationships that promote high ethical standards, values and diversity, which aligns with journalistic integrity and principles. Maintain professionalism under extreme daily deadline pressures.
 - Experience with Avid-iNews and Edius4 software; and operation of professional video camera
- **Social Media Manager (2007-Present)**
Manage professional and personal social media: Facebook, LinkedIn, Twitter and Blogger
- **Owner, Attention to Detail Professional Housekeeping Services (1996-2010)**
Train, support and manage employees to maintain company brand, community reputation and high service standards. Monitor and evaluate job performance and implement disciplinary actions, plan of assistance and/or termination as needed. Oversee all administrative, HR and financial operations are current and efficient with industry and government standards and regulations. Develop and implement marketing strategy: inside and outside sales. Review and evaluate services to clients to ensure standards are being met; cultivate and retain strong customer and vendor relationships; and assure company procedures, policies and security methods aligns employees with company's mission, values and standards.
- **Professional, Certified Ski Instructor, Lyon Ski School (2002-2010)**
Establish and cultivate strong customer loyalty through effective verbal and interpersonal communication; and lesson plans that promote a fun learning environment regardless of athletics, race, age, sex, disability and cultural differences.
- **Club Manager, Living Well Lady Fitness Centers (1993-1996)**
Manage 50+ employees to ensure smooth club operation; ensure club procedures, policies and programs are align with company's mission and standards; interview job applicants; monitor and evaluate job performance; respond to employee and customer grievances; implement disciplinary actions, plan of assistance and termination. Manage and coordinate staffing within payroll budget. Teach nutrition and exercise clinics that align with industry standards. Maintain client membership and account acquisition to meet or exceed monthly club sales quota. Acquire sponsorships; organize special events, promotions and in-house marketing reflective of company brand, policies and procedures.

EXPERIENCE:

- **FREELANCE REPORTER (2008)**
Published in: Real Change, Bellevue Reporter, Mercer Island Reporter, Kirkland Reporter, Issaquah Reporter and Sammamish Reporter (Community paper individually operated)
- **KOMO-TV (2009)**
Traffic producer for live morning broadcast in conjunction with reporting internship.
 - Experience with AVID and NeXgen
- **KNDO-TV (2008)**
Assist the producer, reporters, and manager with making beat calls to police, fire, city officials; and write, shoot video and edit stories for the daily 5pm/6pm newscasts.
 - Experience with ENPS
- **Queen Anne News and Magnolia News (2008)**
Edit and maintain newspapers' Web site.

EDUCATION:

University of Washington

Major: Communication in Editorial Journalism, bachelor's degree (2010)

ACHIEVEMENTS:

- Cambridge Who's Who Among American Business Women (2007)
- Dean's List, University of Washington
- Most recognized General Manager for exceeding club sales quotas (1994-1996)

References available upon request