

# **BRIAN C. JAFFARIAN**

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## **EXPERIENCE**

### **All the Buzz Communications (Home-based Consulting Business)**

**Freelance Marketing Consultant;** May, 1996 - Present

- Launch marketing programs for clients, design brochures, posters, web sites and advertising; write marketing plans and communication program strategies.

### **Vermont Parent Information Center, Burlington, Vermont**

**Marketing Manager,** (part-time position) August, 1999 – present

- Develop marketing strategies to expand services and community awareness. Create direct-mail pieces and brochures for special events, fund-raising and workshop promotion. Coordinate production and distribution of all materials.
- Design and write contents for Internet site, [www.vtpic.com](http://www.vtpic.com). Update pages and train employees on information retrieval. Ensure the integrity of all published information.

### **Community Health Center of Burlington, Burlington, Vermont**

**Development Assistant,** (part-time position) October, 2002 – June, 2004

- Supported Community Relations and Development department with event planning, database management, coordination of donor functions, pledge management and records, and organization of direct mailings.
- Designed advertising, flyers, brochures and other marketing materials. Wrote and distributed press releases, coordinated advertising and external print activities.

### **Granite Hills Credit Union, Barre and Montpelier, Vermont**

**Marketing Manager,** October, 1999 – April, 2001 (Consultant presently.)

- Increased awareness among existing and new members about products and services. Created radio and print advertising campaigns, oversaw ad production and placement, monitored results. Conceived and wrote newsletters, brochures, flyers, and inserts. Composed press releases; acted as media liaison.
- Planned and sponsored community events, held educational seminars, and managed monthly volunteer activities.
- Created, designed, implemented and maintained Internet site, [www.nlcu.org](http://www.nlcu.org).

**Sun Life of Canada, Group Insurance Division, Wellesley, Massachusetts**

**Manager, Customer Communications**, July, 1995 - May, 1999

**Marketing Communications Analyst**, June, 1992 - July, 1995

- Established and directed customer communication strategies for multiple products. Was responsible for the contents of promotional materials, sales and technical resources, internal and external reference manuals, administrative forms, newsletters and brochures. Developed and executed direct-mail programs.
- Trained all levels of employees on customer service communications (oral and written).

**Groundwater Technology, Norwood, Massachusetts**

**Corporate Marketing and Sales Analyst**; May, 1987 - June, 1992

- Planned, coordinated and promoted national seminars on environmental technologies. Selected speakers, designed brochures and acted as on-site director.
- Initiated, staffed and supervised telemarketing department. Researched, composed, and analyzed market research studies on environmental products and services.

**EDUCATION**

Baker University, Baldwin, Kansas - B.A., Business Administration / French, May, 1982

Northeastern University, Boston, Massachusetts – MBA, September, 1986

Internship: Unisys Corporation, Marketing Department, July, 1985 – December, 1985

**ACTIVITIES**

- Fundraising Committee, First Unitarian Universalist Society, Burlington, VT. 2000 – 2004.
- Welcoming Committee, First Unitarian Universalist Society, Burlington, VT. 2000 – 2004.
- Outreach Committee, Mountain Pride Media, Richmond, VT. 1999 – 2000.

**COMPUTER SKILLS**

PC and MAC: MS Word, PowerPoint, Excel, PageMaker, Quark, Publisher, FrontPage, Dreamweaver, LifeLine, Access.