

Lida Verner

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Objective

To obtain a position that will allow me to use my business, managerial, graphic, procurement, and IT skills to both the company and client's best advantage. Administrative and Crisis Manager with more than 15 years experience in instituting organizational strategies and measures for continuous improvements and developing efficient business operations in various industries both internationally and domestically. Diplomatic self-starter who meets project deadlines and requirements, while performing multiple tasks within fast-paced environments. Responds rapidly and appropriately to changing circumstances, analyzes problems, makes astute decisions to effect positive change and resolution, guidance, support, and refocus on new priorities. Thrives as supervisor or team player in diverse and multi-cultural environments. Outstanding public relations/marketing and interpersonal communication skills with a genuine enjoyment of people. Quickly establishes rapport with customers, vendors and senior management. Shines in crisis situations creating calm out of chaos. Former Top Secret Clearance.

Highlights of Professional Experience and Accomplishments

- Received a State Department "Meritorious Honor" Award for procurement.
- Received an "Letter of Commendation" from Ambassador Matlock at the American Embassy Moscow for work performed.
- Successfully managed a high end business in a volatile industry for 17 years guiding it successfully into the digital age.
- Following the Chernobyl nuclear explosion disaster, quickly arranged for biweekly purchase and delivery from American sources of 2 tons of non-contaminated supplies of milk, fruit, and fresh vegetables for the American community in Moscow as local and Western sources were contaminated.
- Took over procurement for a Department of State private contractor to clear over \$800,000 of non-paid accounts and organize records and supplies which had been neglected for over a year.
- Successfully planned and developed new section within the department responsible for training all sectional employees.
- Installed first-of-its-kind computerized circulation system and created access to information for East Germans during a time of great political and social upheaval during and after the fall of the Berlin Wall.

Experience

Business Manager

Sterling Portraits, LLC

1994 - 2010

- Office management included all payables and receivables, administering payroll, purchasing, shipping and receiving.
- Successfully introduced computers to an antiquated business model.
- Managed social media including Twitter and Facebook, design and graphics for printed and electronic client mailings, creation and maintenance of company web page and marketing increasing profitability and volume of new and successful ventures.
- Developed and implemented employee training for all software and computers on both Mac and PC platforms.
- Designed, implemented, upgraded, and performed maintenance on the company computer system.
- Candid portrait photographer resulting in 70% of the company's image sales. This added up to \$700,000 in sales for one year alone.
- Performed in-house Photoshop alterations to images including digital manipulation and retouching saving the company 60% in lab costs.

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PROGRAM ANALYST II -

*Assistant Manager for Employee
Development and Public Relations*

*University of Maryland
College Park*

1991 - 1994

- Successfully planned and developed new section within the department responsible for training all sectional employees.
- Developed training materials and programs reducing time for new employees to be trained.
- Researched and organized outside training including organizing conferences for employee development.
- Proactively initiated and developed public relations functions to decrease conflict with public constituents: writing division advertisements, promotional materials, miscellaneous publications, and departmental correspondence.
- Devised and coordinated customer service and maintenance programs at University College parking garage.
- Supervised staff of 10 which included interviewing, hiring, evaluation of performances, monitoring time and attendance, scheduling, assigned work projects, trained staff to interact in a helpful and positive way with a diverse public audience.

ASSISTANT LIBRARIAN

U.S. Information Service

*American Embassy to the German
Democratic Republic (DDR) – Germany*

1990

- Installed first-of-its-kind computerized circulation system and created access to information for East Germans during a time of great political and social upheaval during and after the fall of the Berlin Wall.
- Assisted with the visits of Secretary of State James Baker during negotiations for the reunification of Germany.
- Assisted with the visit of President George and Barbara Bush to Czechoslovakia.
- Eliminated program inefficiencies while working with vendor to install computerized circulation system.
- Assisted patrons who spoke both German and English with information in preparation of required TOEFL exams.
- Advised foreign college and post-graduate students regarding study programs in the US.

CUSTOMER SERVICE MANAGER

Creative Lighting

1987 - 1989

- Initiated, updated, and maintained all customer and company orders both in-house and at factories.
- Negotiated expedited deliveries from factories. f
- Solved customer issues including incorrect merchandise, account balances, and customer credits.

PROCUREMENT

*U.S. Department of State, American
Embassy Moscow – USSR*

1985 - 1987

- Managed, administered, and negotiated Embassy procurement of goods and services, from both U.S. and foreign sources with annual budget of approximately \$3 million.
- Developed bill payment tracking system of budgetary expenditures that resulted in substantial savings.
- Assessed need, coordinated purchase orders, identified vendors, obtained fiscal data, and fostered communication with various US agencies to better facilitate a more efficient ordering process.
- Planned and assisted the reengineering of Embassy resources and continuity of operations when 250 Soviet employees were withdrawn by Soviet authorities without warning.
- Took over procurement for a Department of State private contractor to clear over \$800,000 of non-paid accounts and organize records and supplies which had been neglected for over a year.
- Following the Chernobyl nuclear explosion disaster, quickly arranged for biweekly purchase and delivery from American sources of 2 tons of non-contaminated supplies of milk, fruit, and fresh vegetables for the American community in Moscow as local and Western sources were contaminated.
- Served as a backup in the Cultural section dealing directly with a variety of educational projects and programs.

ASSISTANT COMPUTER SYSTEMS MANAGER

- Managed Moscow Embassy WANG computer system; identified and solved both hardware and software problems.
- Trained personnel on the use of WANG computer systems as needed.
- Worked remotely with computer engineers in Vienna and Helsinki to solve network problems.
- Developed and installed Embassy-wide, computerized inventory system enabling the Embassy to create the first complete inventory and to maintain real time tracking and control of all residential and office equipment and supplies reducing losses

Education

<i>Degree</i>	<i>Institution</i>	<i>Date Of Degree</i>
BA in History	University of Maryland	May 1992

Skills

<i>Core Skills</i>	<i>Office Programs</i>	<i>Graphics Programs</i>	<i>Languages</i>
<ul style="list-style-type: none"> • Strong Multicultural Skills • Strong Communications Skills • Public Relations/Marketing/Social Media • Project Management • Training & Development • Learns programs quickly • Procurement/Payroll • Administrative/Customer Service Skills 	<ul style="list-style-type: none"> • Office Automation including Microsoft Office Suite (Mac & PC - Word, PowerPoint, Outlook, Excel, Access) • iWork (Pages, Numbers, Keynote) • Quickbooks Pro • HTML Coding/Website Design • Dreamweaver CS4 	<ul style="list-style-type: none"> • Photoshop CS4 • iLife • InDesign CS5 • Painter • BBEdit • Bridge CS5 • Lightroom • Illustrator CS4 	<ul style="list-style-type: none"> • English • German

Affiliations

<p><i>Life Member Bethesda-Chevy Chase Rescue Squad</i></p> <ul style="list-style-type: none"> • Paramedic with Bethesda-Chevy Chase Rescue Squad (1996-2009) • CPR Coordinator for the Rescue Squad for 2 years ensuring that all new members received training, and that all members were re-certified every year • Identified training needs and requirements and participated on evaluation team for probationary advancement to full member status • Developed and organized weekly training drills for members on the night crew to ensure the highest standard of emergency response 	<p><i>Visitor Services Volunteer - US Holocaust Memorial Museum</i></p> <ul style="list-style-type: none"> • Greet visitors and orient visitors to Museum layout and its resources • Staff the Museum's information desk • Distribute daily passes for exhibition entry • Assist visitors requiring information communicating the correct information on subjects such as the length of time an exhibit will be on display. Provide general information on all artifacts and exhibits throughout the Museum 	<p><i>FLAG Facilitator Professional Outplacement Assistance Center</i></p> <ul style="list-style-type: none"> • Co-facilitator for professional networking group of job seekers interested in federal employment • Present and coordinate speaker presentations on topics of interest to the networking group
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