

# Valerie N. Komarnicki

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## STRATEGIC MARKETING | COMMUNICATIONS | STRATEGIC PLANNING | BRANDING | BUSINESS DEVELOPMENT

*10+ years of excellence-driven, growth-focused achievement with visionary approach to leadership and challenges. Identifies and drives revenue opportunities into competitive markets. Influential and adaptive engagement skills. Wields creative and analytical spheres in problem solving and operations. High emotional intelligence quotient (EQ) articulates exceptional client and customer relationship management, liaison, trust. Shines in collaborative team building and empowerment. Resourceful, self-motivated, fast-paced. Evolves with industry trends and technology.*

### ACHIEVEMENT HIGHLIGHTS

- Co-delivered 5 projects at \$13 Million-\$18 Million each, totaling between \$65M to \$90M into national growth-stage arena by developing competitive brand, market research, and securing strategic partnerships in business development.
- Bolstered 60% increase in competitive market, consistently maintaining top 10 state ranking (within 27.5% of all chapters and metro areas) by identifying overlooked or underserved member and community market segments.
- Recovered 40% of receivables totaling over \$14,000 aged over 30 days; retained 100% of at-risk accounts with top 5 accounts totaling over \$200,000 within first 120 days of hire by account research, analysis and CRM skills.
- Increased productivity by 14% and reduced production send-back rate from 2.3% to <.01 by developing and implementing new Standard Operating Procedures (SOPs), streamlining departmental processes, and staff development.
- Identified and recovered over \$356,000 in departmental billable services in first three months of hire; transformed Creative Services quadrant from a production operation into corporate revenue channel through staff training.
- Drove inbound sales, product and investor inquiries 37%, increased web traffic by 20%; email open rates 23% with a 3.38% click rate by wielding marketing communications expertise.
- Stemmed 98% of client defection, extended customer lifecycle through transparency, accuracy and accountability in the delivery of client services and accounting.

### PROFESSIONAL SKILLS

**Strategic Marketing:** Strategic Planning | Market Research | Analytics | Branding | Data Metrics | Integrated Marketing | Marketing Plans | Campaign Execution | Search Engine Optimization Marketing (SEO/SEM) | Competitive Analysis

**Communications / Public Relations (PR):** Web Content Management | Graphic Design | Presentation | Verbal | Writing Fundraising | Social Media | Press Release | Community Engagement | Event Coordination | Newsletters | Internal and External Communications

**Business Development:** Account Management | Customer Acquisition | Customer Retention | Business to Business (B2B) Business to Consumer (B2C) | Middle of Funnel (MOFU) and Bottom of Funnel (BOFU) Strategies | Membership Development | Product Strategy | Customer Relationship Management (CRM) | Social Responsibility | Key Performance Indicators - KPIs

**Management:** Business | Operations | Change Management | Staff | Creative Direction

**Administration:** Governance & Ethics | Policy and Procedure | Compliance | Budget | Staff Development | Liaison

### WORK EXPERIENCE

**Mountain Valley Hospitality Management, LLC | Williamsport, PA 17701**

**Owner/President**

**October 2019 - Present**

Owner/Manager of a hospitality services company and manager of a seasonal Vacation Rental property and event venue with a market value over \$1 Million. Achieved Super Host and Premier Host statuses across multiple platforms within one season (<6 months) of opening. Achieved 97% seasonal occupancy rate within two seasons. Developed, hired and managed a cleaning staff of up to 6 people, hired and managed maintenance crews for indoor and outdoor repairs and renovations. Manage capital assets, budgets, and supply management. Expanded service and product offerings to include catering, recreational activities, weddings and events up to 200 people, generating an average 28 – 33% gross revenue over standard rental income. Realized 30%-50% increases in rental rates, sustaining up to 35%-40% increases over local market trends for over 3 years. Manage marketing, inventory, sales, staff, operations. Food truck operator selling at community events and fairs.

**Kilgus Law Office, LLC | Williamsport, PA 17701**

**Manager - Accounts, Office, Client Relationship**

**May 2018 – June 2019**

*Implement, organize and support critical managerial and administrative efforts for busy, single-practice law office. Increased billable hours and client retention by combining organizational skills with acquired paralegal skills to streamline processes, increase efficiency, and clear administrative clutter. Increased productivity by shifting climate from stressful/critical to supportive/collaborative by*

mentoring staff in emotional intelligence. Increased trust, confidence and professional rapport with external judiciary, legal, social services stakeholders by incorporating technology, mobilizing processes and staff development efforts. Reduced risk by assuring policy, procedure and regulation compliance, and expanding expertise in CLIO Law Management platform to securely manage Client Trust (IOLTA) Accounts according to the Supreme Court of Pennsylvania jurisdiction.

**C.P.I. d.b.a. Indoor Agriculture Technologies | N. Fort Myers, FL  
Strategic Marketing Director (Remote Contract Position)**

**September 2017 – March 2018**

*Forged competitive market penetration and launched U.S. Patent-holding start-up company onto national and international growth-stage arena. Commandeered market position leveraging consumer feedback, regulatory environments, geographic data and industry trends in developing product strategies. Secured clients by collaborating with CEO and design/build team to create high impact PowerPoint sales and marketing presentations. Executed collaterals, marketing plans; investor pitch deck, 2-pager and PPM (Private Placement Memorandum). Developed internal contact lists. Developed IAT corporate identity and brand. Coordinated supplier and vendor relationships, wholesale, retail markups.*

**West Branch Susquehanna Builders Association | Williamsport, PA 17701  
Executive Officer**

**August 2015 – April 2017**

*Change agent and champion of growth for 280-member non-profit trade association, forwarding strategic direction to deliver top three goals of attracting younger members, increasing membership, and increasing revenue in a waning market segment. Recalibrated success markers and Key Performance Indicators (KPIs) to customer-facing growth. Overhauled brand strategy, bolstering a dynamic and inclusive message and offering. Commanded development and launch of new website and member management system tooled to execute strategic initiatives. Advanced change management; introduced Best Practices in leadership, fiscal responsibility, legal compliances, ethics, and governance. Policy and procedure development. Accounting, budget, and financial reporting. Increased market visibility through public relations, community outreach, event management, communications. Event inventory and supply management, team leadership.*

**Marketing and Creative Services | Williamsport, PA 17701  
Independent Marketing Consultant,**

**March 2012 – August 2015**

*Innovative and driven marketing, design, consultation and development service committed to delivering results with impact, vision, and accountability to small business and organizations. Inbound marketing development, strategic planning, organizational analysis, brand development, campaign execution. Sales and process development; Top of Funnel (TOFU) Middle of Funnel (MOFU) and Bottom of Funnel (BOFU) strategies. Execute SWOT analysis to develop marketing plans. Target areas for improvement, restructure, ROI and performance. Project completions on time and on budget.*

**Gregory Welteroth Advertising | Montoursville, PA 17756  
Manager, Creative Services / Creative Director (Interim)**

**October 2009 – February 2012**

*Transformed Creative Services quadrant from a production operation into lucrative revenue channel by expanding and quantifying creative service offerings through staff development, cost analysis and resource management. Reduced production error rate from 2.3% to <.01, increased productivity 14% by revising Standard Operating Procedures (SOPs) and training. Increased employee satisfaction and retention rates by initiating bottom-up management practices, staff empowerment, job training, team-building, and creative license to approach problem-solving.*

**Three Ponds Farm / Misty Mountain Farms | Trout Run, PA 17771  
Owner / Joint Partner**

**January 2008 - Current**

**APPLICATIONS AND PLATFORMS – Windows and Macintosh**

- *Adobe CS Creative Suite:* Adobe InDesign, Adobe Photoshop, Adobe Acrobat Pro, Adobe Illustrator.
- *MS Microsoft Office:* Microsoft Word, Microsoft Excel, Microsoft Publisher, Microsoft PowerPoint.
- *Marketing and Analytics Platforms -* Qualtrics Survey and Analytics, MailChimp, SurveyMonkey.
- Google AdWords and Google Analytics, Google Docs.
- *Web Content, Web Page, Digital Communication -* WIX, WordPress, Hibu. Social Media. Prezi.
- *Management Platforms -* MemberZone Membership Management; Clio Law Management; QuickBooks.

**EDUCATION**

Bachelor of Science. B.S. Business Administration: Marketing, Pennsylvania College of Technology,  
Pennsylvania State University Affiliate, Williamsport, PA 17701  
Associate of Applied Arts, AAA Advertising Art, Pennsylvania College of Technology,  
Pennsylvania State University Affiliate, Williamsport, PA 17701

## ORGANIZATIONS | GIVING BACK

- School Board Director, Loyalsock Township School District
- Board Member, 9-11 Coalition – Non-profit organization for fallen or injured emergency responders.
- Pro Bono / Gift in Kind – Marketing, design and fundraising event coordination for non-profits.
- Business Networking International (BNI), Member/Event Coordinator for new member recruitment, retention.