

# Carla Kaiser

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## EDUCATION

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Spring Hill College, Mobile, AL: BA, Art Therapy, 1997.

BusinessNow Micro-Enterprise Development Program, Atlanta, GA: completed April 2010.

University of Georgia, Athens, GA: Graduate Student, Instructional Design & Development.

## INDEPENDENT RESEARCH AND VOLUNTEER EXPERIENCE

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Centers for Disease Control and Prevention. Atlanta, GA

Attended a panel discussion at CDC Headquarters entitled Art as a Public Health Tool. September 2008.

SCORE (a nonprofit resource center of SBA), Atlanta, GA

Completed the following workshops: Internet Marketing; How to Successfully Write a Business Plan; Setting up a Successful New Business; Current Economic Conditions: Crisis or Opportunity?

WonderRoot Community Art Center. Atlanta, GA

Volunteered as a ceramics instructor for adults and children. January-July 2009.

Web Directions USA. Atlanta, GA

Attended 4 days of lectures given by internet technology experts. Learned the benefits of CSS3 and HTML5. Won a contest for best looking lecture notes. Participated in Amped! Hackday at Georgia Tech Research Institute. September 2010.

## PROFESSIONAL EMPLOYMENT

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Concrete Lace, LLC  
Dec 2007 - Present  
*Founder*

Atlanta, GA

- Marketing specialist and product developer for arts and crafts enterprise
- Created and executed effective Internet marketing and social media campaign
- Featured in Daily Candy Atlanta, Decor8, Atlanta magazine, and Budget Travel magazine
- Highest volume sales of any local artist in Virginia Highland at Urban Cottage, Inc.

Creative Loafing, Inc  
Aug 2006- Dec 2007  
*Account Executive*

Atlanta, GA

- Sold print and online advertisements for the largest chain of alternative weekly newspapers in the United States.
- Sold the first online channel sponsorship for creativeloafing.com; Also sold share of voice ads, and email newsletter sponsorship banners
- Employee of the Month: February 2007 (out of 85 employees)

Whole Foods Market, Inc  
Nov 2005-May 2006  
*Specialty Department*

Boca Raton, FL

- Worked directly with cheese buyer to gain product knowledge of artisan cheeses and chocolates from all over the world
- Learned how to properly store and cut cheeses made from goat, cow, and sheep milk
- Guided customers through the selection process to make sure the appropriate cheese or chocolate is being chosen for a specific meal or occasion
- Assisted with wine pairing, recipe development and demonstration

United Distributors, Inc  
Jan 2002-May 2004  
*On Premise Key Account Specialist*

Savannah, GA

- Sold fine liquor, beer, wine, and energy drinks to fine dining establishments, hotels, and country clubs in the Savannah market
- Consistently exceeded sales goals and effortlessly maintained positive customer relationships

Atlanta Wholesale Wine  
Jan 2000-Jan 2002  
*Sales Representative, Coastal Division*

Atlanta, GA

- Represented Atlanta Wholesale Wine's extensive wine portfolio in the Saint Simon's, Brunswick, and Savannah markets
- Opened 22 new accounts on my first sales route as a result of cold calls
- Doubled the income that my sales manager projected I would earn

## RECENT ACCOMPLISHMENTS

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Wrote, illustrated and published *The Hand Illustrated Mandala Coloring Book*, *Rainbows Happen: A Coloring Book*, and *Flower Power: a Botanical Coloring Book*. Set up relationships with amazon.com and independent retailers to distribute and promote the books.

Received government funding to participate in BusinessNow Micro-Enterprise Development Program.