

# CAROL TRAEGER

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## PROFESSIONAL EXPERIENCE

### Sales Associate

Oct. — Dec. 2013

Williams-Sonoma, Los Gatos, Calif.

Provided customers with immediate and undivided attention to help them find the best products to meet their needs; rang up sales (POS); processed returns and exchanges; placed special orders; assisted managers in optimizing customer flow and reducing customer waiting times; followed through on all customer questions and requests; answered phones; maintained stock; assisted with product displays.

### VIP Club Hostess & Server

May — Feb. 2014

The Mountain Winery, Saratoga, Calif., Ovations, Inc.

Set up Club Masson facilities (VIP club) and buffet before evening concerts; monitored tickets and entrance flow; assisted bartenders and runners in providing exemplary customer service and with maintaining club's exclusive and intimate atmosphere. Provided outstanding customer service as a banquet server at corporate events and weddings.

### Party Staff

March — June 2013

Server

Provided outstanding customer service as a food and beverage server/cash handler at venues ranging from HP Pavilion and Apple Headquarters to the San Jose Convention Center and Los Altos Country Club.

### PR Account Manager

2007—2011

DRB Partners, Inc., San Jose, Calif.

- Managed three of the agency's PR accounts, driving positive publicity and brand awareness for Amulet Technologies, Radiient Technologies, and Airtronics Metal Products. Developed and executed strategic communications programs for product launches, company positioning, and partnership development.
- Wrote and edited press releases, case studies, white papers, tradeshow collateral, contest entries, contributed articles, executive briefing books, FAQs, newsletters, and website content.
- Monitored competitive landscape; developed and maintained media lists; and cultivated relationships with reporters, editors, bloggers, and other key influencers.
- Increased Airtronics' media coverage and share of voice by crafting stories for a variety of industries (architecture, engineering, business, government, and medical device).
- Spearheaded creative development of written submission for the Consumer Electronics Show (CES) Innovations Award, capturing win for Radiient Technologies and generating broad coverage (Wired, CNET, PC Magazine, EE Times, Wall Street Journal, among others).
- Generated goodwill for Airtronics in the mechanical engineering community by forging partnerships with Santa Clara University, Stanford University and San Jose State. Facilitated plant tours, class presentations, design projects, and campus events.