



# Valerie Wire

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**Senior Manager of Product & Brand Development, Scholastic Book Clubs**

Bachelor of Arts in Public Relations, Journalism minor  
Belmont University December 2012 Graduate

## Why Me?

Passionate & hard-worker, quick to learn & adapt. Agile worker with proven results  
Thrives in fast-paced environment. Excellent organizational & communication skills.  
Creative, proficient, & proactive. Experienced problem-solver with exceptional attention to detail.

## Skills

Fluent with PC & Mac operating systems, Word, Excel, PowerPoint, Outlook.  
Product development, vendor & client relations, project management, experienced editor;  
beating deadlines & exceeding expectations.

## Experience

### Scholastic Inc.

Nov. 2014 – Present

Product Development: Senior Manager of Product & Brand Development; New York, N.Y.

*Previously: Editorial Coordinator; Assistant Editor; Editor*

- Plan schedules and grids plotting monthly programs and uses across clubs
- Develop long lead-time planning and execution on key-properties and revenue drivers
- Seek out new partnerships, clients, brands, and agents to work with
- Create high-interest exclusive Club Original content and merchandise
- Negotiate costs & delivery schedules with inside & outside vendors
- Write & copyedit as necessary for Scholastic, licensor, & packager titles
- Manage scheduling to insure staggered uses & appropriate placement across clubs
- Act as managing buyer and editor for stationery, add-on, and new license categories
- Work with Production and Manufacturing to create product and meet deadlines
- Coordinate with Supply to ensure issuing of purchase orders, shipments, and delivery
- Maintain vendor & client relationships as well as internal cross-channel communication
- Brainstorm new ideas and ways to organically incorporate trends in Clubs

### Process Safety & Reliability Group

Jan. 2014 – Jan. 2018

Freelance Digital Marketing Consultant; Houston, Texas/Remote

- Research similar industry trends in digital marketing use & tactics
- Establish & produce an informative e-newsletter, event invites & reminders
- Enhance PSRG social media presence with content & discussions
- Coordinate digital marketing strategies to publicize PSRG & industry events
- Maintain & update website content on a regular basis

### Demetriad Studios/BrandStories

March 2014 – Feb. 2015

Community Manager; New York, N.Y.

- Point of contact for all client & customer relations
- Managed details for U.S. District Court for the Eastern District of N.Y. mini-documentary
- Coordinated "ViewFinders," podcast for The Chronicle of Philanthropy
- Assisted in production of the 2014 NYU Women In Philanthropy Summit
- Supported brand & company growth by pitching new ideas, retaining new clients
- Manage, research & coordinate digital marketing strategies

## Additional Experiences

Tucker Publishing Group, Sales & Marketing Assistant: March 2013 – Nov. 2013

Viacom Corporate Communications, Communications Intern: Sept. 2012 – Dec. 2012

VH1 Save The Music Foundation, Intern: June 2011 – Dec. 2012, April 2014 – Nov. 2014