

# KAREN E. FLYER

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## SUMMARY OF QUALIFICATIONS

Strategic planning/business plans	Development work/fundraising	Staff & volunteer supervision
Branding and SWOT analysis	Non-profit management	Program development
Marketing, PR and communications	Project management	Professional writer

## EXPERIENCE

*Flyer Consulting, LLC*

East Hills, NY

**Owner**

2016 - Present

- Provides strategic marketing and fundraising solutions for local Long Island businesses and non-profits. Services include branding/strategic positioning, creation of marketing/collateral materials, fundraising, and PR/community outreach.
- Led the complete strategic positioning and re-branding process for a counseling center which provides solutions to those suffering from personal or professional crises. Performed customer/company/competition analysis, established center's brand equity and mission statements, created copy strategy and strategic and marketing plans, and developed marketing and collateral materials with center owner.
- Developed communications strategy, marketing plan and volunteer program for locally based non-profit which provides international relief, educational and health services funding for Asian countries. Researched and identified most suitable donor database for the client.
- Performed competitive and market analysis for internet-based resource for lay people and professionals on the history of, science behind, and ways to achieve happiness. Developed marketing plan and recommended strategies for bringing more consumers and professionals to their website and for educating and engaging site visitors. Identified fundraising strategies for sustaining the organization.
- Solicited event sponsorships and donations for a 501c3 therapeutic riding program for children with special needs. Raised funds for their annual camp and Haunted Hay Barn.
- Led the PR and Marketing Committee for Temple Sinai of Roslyn Heights, which included executing a new website, membership brochure, and new brand identity (complete with new logo, tagline and visual brand equity). Created press releases for temple events and worked with temple staff to create marketing materials.

*Pinnacle College Consultants, LLC*

East Hills, NY

**Co-Owner**

2016 - Present

- With business partner, formed college consulting business focused on college essay and interview preparation for high school students. Services also include resume and cover letter preparation, as well as initial brand positioning for the client (helping students develop their "elevator speech").
- Developed all start-up materials, including website, brochure, print ads, business cards, press releases and LLC filing documents. Promoted business through local community channels such as newspapers, journals, direct mail to key referral sources, social media and PR.

*COPE Foundation, Inc.*

Melville, NY

**Chief Executive Officer/Executive Director**

2008 – 2016

- Established short- and long-term objectives, goals and strategies for 501(c) 3 grief and healing organization dedicated to helping parents and families living with the loss of a child. Responsible for the organization's consistent achievement of its mission.

- Developed organizational and financial plans for COPE including a brand identity, budget, strategic and marketing plans, and cohesive advertising program. Membership in organization increased 40-50% annually (from 100 families to 1,000+), and organizational budget tripled over tenure.
- Promoted active and broad participation by volunteers in all areas of the organization's work.
- Developed formalized volunteer program with organizational and clinical training piece.
- Established a network of healers, clergy and referrals connected to the organization.
- Led all fundraising efforts for the organization, including an annual Walk-A-Thon, golf outing, and bowling event as well as individual and corporate donor cultivation. Donations increased 36% over tenure.
- Identified, drafted and submitted grant proposals to various funders. Successfully raised \$42,000 in first six months of development focus.
- Nominated and secured win for COPE Founder: Imagine Awards – Leadership Excellence (2016), Long Island Volunteer Hall of Fame (2008)
- Outreached to key referral sources and provided grief training to other community agencies, clergy, funeral homes, school staff and mental health professionals. Led initiative to partner with agencies in low-resourced communities to serve the Hispanic and African-American populations.
- Created new programs including school-based grief workshops, sibling support groups, teen programs, integrative healing workshops, a spirituality group, evening healing series, and children's bereavement camp.
- Managed ongoing communication with Board of Directors and the organization's members and supporters; streamlined communications via a new online database system.
- Created marketing materials for the organization, including radio ads, PSAs, print ads, brochures, cards, newsletters, and an upgraded, interactive website, which was awarded a Google Grant Adwords Award.
- Managed all aspects of the non-profit, including hiring, firing, payroll, government filing and compliance. Supervised staff of 15 employees.

*Martin Flyer, Inc.*

New York, NY

**Director of Marketing**

2000 - 2008

- Led and coordinated all marketing functions for Martin Flyer, a diamond jewelry manufacturer, including establishing consumer and customer brand equities, creating an annual marketing plan and overseeing all advertising and public relations efforts.
- Developed both a consumer and trade brand equity. Created a brand equity statement, a consumer and trade hierarchy of needs, and a marketing plan.
- Led the development of seven television commercials to launch three new collections. Created initial concept, and coordinated production of commercials with outside facility and contracted art director.
- Upgraded the firm's trade and consumer advertising programs—designed more impactful ad with visuals and copy following new, clearly-defined strategies.
- Designed consumer brochures and direct mail pieces. Managed annual media plan and worked with ad agency to execute plan.
- Created PR program which increased coverage by ~300%. Outreach efforts resulted in company being chosen as the Platinum Guild's Preferred Platinum Manufacturer in 2007.

*Optimum Group / CoActive Marketing Group*

Cincinnati, OH

**Senior Account Director**

2000

- Provided vision and strategic direction and developed integrated marketing strategies for clients within the agency. Developed long-term equity and new go-to-market strategy for one of the nation's largest regional convenience store chains.
- Analyzed company capabilities, consumer needs and competitive positioning and identified a consumer-meaningful, ownable long-term brand equity for Dairy Mart Convenience Stores.
- Developed copy strategy for advertising campaign to launch a new product line within Dairy Mart – food service. Conducted strategy sessions with client and facilitated and managed consumer concept and copy research.

- Led development of creative concepts and monthly creative for new campaign that delivered on the copy strategy in consumer research. Developed annual marketing plan to launch food service product line. Efforts resulted in a 35% increase in food service sales.
- Served as agency account manager for Ethicon Endosurgery division of Johnson & Johnson.

*Procter & Gamble Co.*

Cincinnati, OH

**Assistant Brand Manager, Women's Health**

1998 - 2000

- Developed Procter & Gamble's corporate strategy for women's health and led sell-in of a women's health strategy with retail customers. Developed marketing strategies and plans and led development of key materials for the Partnership for Women's Health at Columbia, a collaboration between Columbia University (led by Marianne Legato, MD, FACP) and Procter & Gamble.
- Developed corporate umbrella strategy for women's health and strategies to create an equity for P&G as a women's health company with consumers.
- Led development of Partnership for Women's Health educational materials: consumer magazine, physician newsletter, and brochures. Identified strategies for leveraging Partnership with P&G brands. Led strategic development and execution of multi-brand programs with retail and managed care customers. Event with a grocery and managed care customer led to a 37% increase in sales for participating P&G brands.

**Assistant Brand Manager, Alora.**

1996 - 1998

- Owned key projects integral to the launch of Alora®, a prescription drug for the treatment of menopausal symptoms. Gained upper management alignment to recommended strategies; led cross-functional teams to execute marketing plans.
- Developed marketing strategy and ad copy for professional promotional campaign. Led development, execution and FDA and multifunctional approval of sales aids, direct mail, and competitive selling pieces for sales representatives. Managed relationship with agency.
- Led development of objectives, strategies, and tactics for Alora patient program. Championed development and FDA and multifunctional approval of educational materials for patients, patient toll-free line, and PR program for women's magazines.
- Led multi-functional team to develop company's first cross-sector, value-added sampling execution, the Alora Patient Starter Kit, expected to increase new patient starts by 10%.
- Established new best practice for recruiting for P&G Pharmaceuticals.

*Massachusetts General Hospital*

Boston, MA

**Marketing Assistant (Summer Intern)**

Summer 1995

- Managed marketing projects and coordinated external and internal marketing programs for the Marketing Department and the Office of Training and Organizational Development.
- Assisted in the launch of a Primary Care Campaign for the hospital's health centers to bring in 1,500 new patients. Coordinated photography shoots with patients, analyzed patient and physician growth projections, and designed promotional premiums.
- Analyzed primary care practices and identified key factors to differentiate the practices for marketing and recruiting purposes. Designed template for program descriptions.
- Developed brochure to promote within the hospital a new customer service program for 7,500 employees. Wrote copy and managed design with free-lance art director.

*Bowles Hollowell Conner & Co.*

Charlotte, NC

**Marketing Manager / Financial Analyst**

1991 - 1994

- Valued and analyzed the operating and financial performance of companies with revenues of \$100 to \$250 million for a variety of merger, acquisition, divestiture, and private financing transactions as a member of project teams.
- Created the Marketing Manager position to implement a firm-wide marketing program. Developed corporate marketing strategy as the only junior member of a marketing committee. Prepared marketing plans to implement strategy.

- Managed relationship with advertising agency. Developed firm's first direct mail pieces and new corporate brochure. Assisted with market research revealing client preferences.
- Organized and led the first industry focus group and marketed the firm's automotive experience. Generated three new business opportunities with potential value of \$100 million.

## EDUCATION

### **The University of North Carolina, Kenan-Flagler Business School**

Master of Business Administration with concentration in Health Care and Marketing, May 1996. Norman Block Award for Highest Academic Record.

**Duke University**, Bachelor of Arts in Economics, May 1991. *Summa Cum Laude*. Top 2% of graduating class.

*Empowerment Skills for Leaders* course under the auspices of Family Support Long Island at Molloy College, 2016

*Grant Writing in a Challenging Economy*, Hofstra University, 2016

*Creating a Major Gifts Program*, Hofstra University, 2016

*Donor Prospect Research and Information Management*, Hofstra University, 2014

Book publishing and memoir writing classes at LIU Post, 2008

## OTHER

Completed University of Connecticut's *Empowerment Skills for Leaders* credentialing program through Molloy College.

Duke Alumni Interviewer.

Chair/Member of Marketing Committee, Prior Member of Board of Trustees, Temple Sinai of Roslyn Heights.

Roslyn School District Parent Faculty Association (Treasurer, Corresponding Secretary).

Published writer (books include *Loss & Found, A Memoir*, 2008, *Closer to Found*, 2009 and *COPING WITH THE LOSS*

*OF A CHILD: Strategies for Living with Loss & How Friends Can Help* with Dr. Joyce Starr, 2009).

Interests: Pilates, running, and horseback riding.