



3466 G Road • Clifton, CO 81520 • 970.640.6223

Roxanne Green

RESUME

2003 - Present Reflections by Roxi, Inc.

5/01/07-present – Provide marketing and communications assistance on a contract or project basis for a variety of business organizations, including a horse breeding operation and financial institutions

6/1/03-4/30/07 - Contract Director of marketing and communications for a 3rd party vendor providing products/services for 350 financial institutions

- Production of marketing campaign materials and market planning assistance for financial institutions nationwide; instrumental in 200%-300% performance improvement results
- Maintaining clients' program compliance with laws and regulations
- Development of corporate sales tools and communications
- Creation of corporate advertisements and media placements
- Development of product sales training program
- Product sales trainer for financial institution staff

2001 - 2003 Larry Cobb & Associates Grand Junction, CO Account Executive

- Designed advertising campaigns and directed television commercial production for Mesa National Bank, resulting in sales that exceeded the bank's goals/objectives and a Commercial Broadcasting Award
- Developed and implemented promotional strategies and sales tools that landed The BANCServices Group, Inc. financial institution clients, resellers and financial backers

1992 - 2001 Mesa National Bank Grand Junction, CO Vice President, Regional Manager, Business Development & Marketing Director

- Exceeded profitability goals and employee retention in my region's seven retail bank branches
- Responsible for Strategic Marketing for a 17-branch banking organization
- Managed an annual \$300,000 Business Development & Media Budget
- Developed and coordinated the Bank's Community Development Plan, resulting in OCC 'Outstanding' Community Reinvestment Act ratings

COMMUNITY INVOLVEMENT

Secretary, Board Member - Western Slope Reining Horse Association

Past BOD Involvement:

Child & Migrant Services – Developed Mesa County's first Spanish Language Drivers' Education Program, assisting migrant workers to develop safe driving skills and obtain legal drivers' licenses.

ComAct Housing – Part of the team that designed a gap and downpayment assistance program to enable financially underprivileged families to attain home ownership. The program was so successful that the State of Colorado offered funding assistance without solicitation and the program later became a national prototype.

Colorado Workforce – Governor appointed board of directors to oversee job placement programs for unemployed and underemployed.

INTERESTS/EDUCATION

Riding and showing Paint Reining Horses; bicycling; traveling; reading

Mesa State College Grand Junction, CO ...Business Administration, Marketing