

Tina Marie Dyba

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EXECUTIVE SUMMARY:

➤ Accomplished sales & business development executive with proven track record of achieving results, generating revenue and identifying new business opportunities within industries such as Manufacturing, Retail and Ecommerce. Special emphasis in marketing all areas with acute knowledge of print, digital & social media as well as product & brand development, within luxury high-end residential & hospitality markets and fashion/apparel. Highly experienced with direct sales to B2B and B2C.

➤ Creative designer with solid “hands-on” experience of 15+ years designing interiors specifying/resourcing/procurement for F.F.E with focus on lighting, plumbing fixtures, textiles, metals, millwork, window coverings, furniture, art, and decorative accessories. Other related experience includes but not limited to designing decorative lighting and furniture, visual displays & merchandising & coordinating other resources for manufacturer’s showrooms & other retail store fronts.

➤ A successful small business owner, highly skilled in problem solving, strategic planning, improvement of business operations, understanding behavior buying patterns, organization, planning & forecasting sales, inventory management, directing & delegating tasks to associates upon remaining customer focused. Dynamic personality and talented in public speaking, providing project presentations and training programs for services & product knowledge.

KEY STRENGTHS:

- Sales & Revenue Growth / Results Driven / Customer Focused
- Creative Design / Brand Development / Marketing
- New Business Development
- Product Development
- Presentations / Communication / Consistency

WORK HISTORY:

Gladstone Industries, Las Vegas, NV **March 2014 – December 2014**

(Sales Executive & Business Development) www.GladstoneIndustries.com

Sales & Business Development Executive for metals manufacturer specializing in custom capabilities of lighting, architectural & ornamental metals, furniture and art in luxury high-end residential, commercial & hospitality markets.

Key elements: Sales / Marketing / Business Development

Diamond Diva Western Apparel, Las Vegas, NV **April 2011 – March 2014**

(Founder/E-commerce Sales) www.DiamondD.us

Created start-up business specializing in women’s western apparel with direct sales to B2C through E-commerce store front & trade show venues. Domestic & International sales, Buyer & Inventory management. Developed (2) product lines. Sold company.

Key Elements : Brand Development / Marketing / Sales / Merchandising

Capitol Lighting- Hanover, New Jersey **July 2011- 2013**

(Regional Sales Executive & Business Development) www.1800lightingpro.com

Contracted to develop & grow new accounts through E-commerce store front for residential & small commercial industry. Representing over 100 decorative lighting manufacturers with direct sales B2B.

Key Elements : Business Development / Sales / Product Knowledge

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WORK HISTORY:

KALCO Lighting Manufacturer. Las Vegas, NV
(*Sales & Marketing Executive*) www.kalco.com

Dec 2008-July 2011

Hired to develop & create new distribution channel within the residential interior design community. Key duties included all marketing aspects, collaboration with engineers & product managers and other retail store fronts throughout assigned territories. Other duties included showroom & tradeshow visual displays.

Key Elements: Business & Product Development / Marketing / Sales / Product Knowledge

D.I.V.A. CONCEPTS, Las Vegas, NV
(*Founder/Design & Sales/Marketing*)

April 2002-Dec 2008

Created start-up interior design studio and retail home decor showroom with emphasis to luxury high-end residential. Designed interior spaces, custom furniture, handled procurement for all F.F.E. & other building materials. Created all visual displays to merchandising. Developed sales & marketing campaigns, HR duties & warehouse admin operations. Negotiated contracts & performed design presentations. Direct sales to B2C. Closed store - with design services ongoing on referral bases.

Key Elements: Interior Design / Sales / Marketing / Contract Negotiations / Management

CAREER ACHIEVEMENTS:

- Awarded Best of Houzz 2014 – Outstanding Customer Service & Design
- Recognized as Top Producer nationwide Kalco
- Who's Who of Las Vegas 2011
- Who's Who of Las Vegas 2010
- Published articles/designs in local and national publications (2006-2010)

EDUCATION:

- BS -The Art Institute Interior Design Program
- CCSN – College Interior Design/AutoCAD
- Portland Community College Basic Courses/Business

SKILLS & SOFTWARE:

- MS Applications: Excel /Power Point /Outlook/Publisher/Word
- Social Media Applications: Facebook/ Twitter/ Hootsuite/ Pinterest / LinkedIn
- Constant Contact (e-marketing)
- Web-conferencing/Presentations - Go To Meeting/Web Ex/Skype
- POS Ecommerce/E-payment Solution Applications
- Quick-books
- Adobe Photoshop / AutoCAD

PROFESSIONAL ASSOCIATIONS:

- **Certified Interior Designer (Nevada)**
- **ASID Industry Partner (Arizona, Nevada, Texas, California Chapters)**
- **Member NEWH**
- **Member NKBA (National Kitchen and Bath Association)**
- **AQHA (American Quarter Horse Association)**
- **Volunteer Habitat for Humanity**
- **L.E.A. N- Local Equine Adoption Network**