

# MISTY FROST

3012 Orcutt Avenue • Newport News, VA 23607 • 757-660-7119 • [mfrost@mistyfrost.net](mailto:mfrost@mistyfrost.net) • [www.mistyfrost.net](http://www.mistyfrost.net)

## Profile

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Offering more than 15 years of effective marketing and sales strategies, business growth and development, and execution of progressive project planning combined with a four-year degree and completion of graduate coursework. Highly successful in designing and implementing creative media campaigns, events planning, and utilizing strategic partnerships. Strong business to business sales background and consumer to business sales experience with a proven track record. A flexible and versatile professional: a master of public speaking, customer service, and quality assurance, all while maintaining a winning attitude. A cheerful person to work with, who possesses the ability to thrive in a deadline-driven environment.

*"Misty breathed fresh air into my business! She gave me great ideas that definitely enhanced the marketing of my business. I truly felt that she cared about what happened with my company."*

Gwendolyn A. Moore, Owner, Progressive Healthcare

## Skills Summary

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- Marketing & Sales
- Market Research & Analysis
- Press Releases and Kits
- Public Relations Skills
- Corporate Presentations
- Customer Service
- Project Management
- Team Building
- Brand Marketing
- Strong Negotiation Skills
- Web Development

## Professional Experience

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**Progressive Healthcare** **2011-Present** **Newport News, VA**  
**Business Coordinator/ Marketing Manager**

- Selling, marketing and establishing relationships with prospective clients, mostly Senior Citizens
- Building relationships with professionals and organizations in the Healthcare industry
- Prospecting and generating leads traditionally, hiring and staffing aids and marketers
- Conducting in-person marketing presentations for small and large groups
- Exceeding sales goals, maintaining productivity and establishing and updating Social Media pages
- Coordinating community and promotional events; devising marketing strategies to meet goals
- Established Fundraising initiatives to help raise money for medical expenses and aftercare of clients

**Everest College** **2010-2011** **Newport News, VA**  
**High School Admissions Coordinator**

- Represent Medical institution at community and campus events, Public Speaking on a daily basis
- Conduct in-class presentations to students using I-pod touch technology
- Building relationships with Instructors and Administrators that permit in-class presentations
- Promote the college by participating in community and school events, developing partnerships
- Meet or exceed monthly goals, Successfully penetrate established territory

**Misty Frost Executive Services** **2009-Present** **Newport News, VA**  
**Business Owner/ Virtual Assistant**

- Established this business and maintained it for supplemental income, utilizing an array of administrative, marketing and sales skills
- Recruiting and training interns that become contractors on a number of tasks including sales, marketing and networking
- Maintaining social media campaign and continuous networking within the community
- Creating and delivering professional presentations for this business and a variety of others

**New Calvary Baptist Church**  
**Office Manager**

**2007-2009**

**Norfolk, VA**

- Utilizing all aspects of Microsoft Office in an array of duties and tasks
- Handling the overall organization and efficiency of administrative operations
- Managing organization's financial operations, including accounts payables, estimations for budget and contracts receivables
- Promoting organization events, maintaining relationships with local media
- Developed website, conducting regular maintenance
- Established a social networking campaign

**Clear Channel Media**  
**Account Executive/ Marketing Coordinator**

**2004-2007**

**Norfolk, VA**

- Develop and present successful marketing campaigns for local businesses
- Accountable for managing all aspects of outbound product marketing
- Ability to execute client promotions
- Proven ability to effectively manage and grow sales in a large geographic territory by building strategic relationships with business owners and major corporations
- Maintaining a top percentage track record

**Additional Professional Highlights**

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- Crowned 'Ms. Virginia Plus America 2015' and competed in the 'Miss Plus America' Pageant with ladies from all over the US.
- Anchor for "Gethsemane Blessed News", newscast aired weekly during church service and church website since 2005
- Received award for Creative Marketing Practices, created newsletter "The Marketing Minute" (2007)
- Started Talk Show "B.O.S.S. Moments" (Business... Oh SO Savvy) and Youtube Station: [https://www.youtube.com/playlist?list=PLUVsbm7OpwY\\_1q6J73CLzddrhV\\_PQivc](https://www.youtube.com/playlist?list=PLUVsbm7OpwY_1q6J73CLzddrhV_PQivc)
- Built website [www.mistyfrost.net](http://www.mistyfrost.net) (2009)
- PT Radio Personality for WVKL and WGH AM (2005)
- Promotions Assistant for above stations, handling various promotional campaigns
- Spokesperson for LA Weight Loss (2005)

**Education**

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**Strayer University**, Newport News, VA  
Masters in Business Administration in Marketing  
Completed 2015

**Dale Carnegie Sales Training Course**,  
Virginia Beach, VA  
Mastering the Selling Process  
Completed in 2007

**Morgan State University**, Baltimore, MD  
Bachelors in Communications and Public Relations  
Graduated 2003

**Technical Summary**

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Microsoft Word, Microsoft Excel, Desktop Publisher, Adobe, Outlook, Photoshop, Protools, and PowerPoint

**Professional Affiliations**

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BNI(Business Networking Int'l) | PRSA (Public Relations Society of America) | The Urban League Peninsula Women's Network | PENTFA (Peninsula Taskforce on Aging) | Christian Networking Assc.

**REFERENCES AND PORTFOLIO FURNISHED UPON REQUEST**