

# LINDA STAR SIEGEL

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## PROFESSIONAL EXPERIENCE

### **SANDOW • 2012-2014**

**Boca Raton, FL**

Publisher of multiple luxury magazine titles including LUXE, NewBeauty, Worth and Interior Design; distributed in over a dozen regions in the US. Additional SANDOW entities include Fred Segal, Material ConneXion, Culture & Commerce and consumer beauty product launches featured on QVC.

#### **In-house Recruiter**

- Hired 150+ new employees in just over two years. Positions Included: Sales Directors, Publishers, Editors, Marketing Managers, IT and Operations for all SANDOW brands, including Media and CPG categories, in all locations.
- Owned all aspects of the recruiting process from requisition-to-retention, including: sourcing, screening and selection, phone interviews, company/brand pitch, first round interviews, candidate presentations to hiring managers, reference checking, testing, initial background, offer negotiation, orientation, reporting and retention support.
- Successfully implemented strategic initiatives to cut costs and improve retention while increasing company morale, including an Employee Referral Program, On-boarding/Orientation Process and New Hire Follow-up Surveys.
- Consistently under budget. Trusted with confidential search projects.
- Demonstrated the ability to excel in a fluid corporate environment with rapidly changing priorities.
- Key decision-maker and negotiator of all online advertising contracts. Managed 10+ job boards. Created Job Descriptions and drafted all job postings as well as independently monitoring all candidate responses.
- Developed SANDOW's first Internship Program. Selected and hosted 26 students in the first year. Represented SANDOW at University events and workshops.

### **RECRUITING PARTNERS INTERNATIONAL • 2010-2012**

**Coral Springs, FL**

Contract projects with a focus on Sales, Marketing, Operations and Technical searches.

#### **Independent Retained Recruiter**

- Established a client base and specialized in confidential C-level search projects as a strategic partner.

### **SALES CONSULTANTS OF CORAL SPRINGS • 1999-2009**

**Coral Springs, FL**

SCI is a franchise of Management Recruiters International with a focus on industries including: CPG, Building Products and Health & Beauty and an emphasis on Sales and Marketing search projects.

#### **Executive Contingency Recruiter**

- Optimized client relationships and established key accounts in multiple categories and channels of distribution, resulting in long-term placement contracts. Clients included Fortune Brands, Fruit of the Loom, MasterBrand, Jarden, Energizer, etc.
- Won President's Club and Pacesetter Awards.

### **NCCI • 1996-1999**

**Boca Raton, FL**

National Council on Compensation Insurance

#### **Product Manager**

- Created product launch literature, developed beta-testing programs, conducted focus group research seminars and drove new development programs. Drafted scripts for use in the Customer Service Call Center for both in-bound support and out-bound sales calls.

### **CABER SYSTEMS • 1987-1996**

**Miami, FL**

Caber Systems was a leader in the Dealer channel for IBM, HP, Microsoft and Apple and developed ground-breaking initiatives in the education, small business and direct-to-consumer channels.

#### **Director, New Business Development**

- Negotiated initial bid and managed IBM's dealer contract for the State of Florida University System.
- Project Manager for all corporate events, trade shows and incentive programs. Responsible for Sales/Marketing projects.
- Successfully drove new business by spearheading contract management, new location launches, staff development, and bid presentations.

## EDUCATION

### **The Florida State University**

**Tallahassee, FL**

Bachelor of Arts Degree in English Composition / Business Management

- Phi Theta Kappa
- Studied at L'Universite Catholique de Paris, France