

Malia Durbano

56 Bad Mule Rd. Durango, CO 91301

H: 970-403-3081 • malia@writingmatterscolorado.com • C: 610-470-4567

SUMMARY

Dynamic professional with a proven track record of success in a variety of competitive industries seeks an opportunity to contribute knowledge and expertise to businesses, publications and individuals needing assistance with a variety of writing and marketing projects. Committed to excellence in attention to detail, meeting deadlines and being a team player.

EMPLOYMENT HISTORY

Freelance Writer - Durango, CO

May 2010 – Present

Owner of **Writing Matters** – *Providing all the Writing that Matters most to you.*

- Services include: Web copy, marketing collateral, press releases, blogs, targeted sales mailers, brochures, proofreading, editing, and resume writing
- Successfully published articles in Durango Living Magazine published by the Durango Herald, Durango Telegraph, Arts Perspective magazine and Edible San Juan Mountain magazine as well as numerous on-line newsletters
- Write monthly articles on the Featured Business and Featured Advisor for SW Colorado Small Business Development Center and a monthly Featured Member Profile in the Durango Chamber of Commerce newsletter
- Articles were featured in the online version of Canoe and Kayak magazine.
www.writingmatterscolorado.com

Zumba Instructor - Durango, CO

January 2010 – Present

- Teach weekly aerobic dance classes at The Durango Recreation Center, Durango Senior Center and the Smiley Building

E.P.I.C. Magazine – Durango, CO

January 2012 – January 2014

- Independent sales representative for a Durango based, bi-monthly magazine distributing 10,000 copies within a two hour radius around Durango
- Initiate contact with new prospects, monitor on-going relationships and service existing advertisers. Log calls, insertion orders and contracts in CRM software and collect revenue

Golden Group Speakers Bureau – Kennett Square, PA

January 2008 – November 2009

- Provide character education, prevention and diversity appreciation programs to schools in six states
- Started with one group and grew to twenty speakers and entertainers
- Booked speakers for conferences and corporate programs
- Resumed self-employment that began in August 1997 See below
- Exhibited at trade shows and purchased ads in relevant media

Ridgway's Wilmington, DE

October 2006- October 2007

Account Manager

- Gained market share for new office in very competitive industry
- Called on Architects, Engineers and General Contractors, selling copies of oversized drawings
- Introduced new on-line document management service and bid caster program to streamline and expedite business making it more profitable

The Network Group (recruiting firm), Wilmington, DE

July 2005 - July 2006

Business Development

- Hired to expand niches and geographic territory
- Through persistence on multiple fronts and focused activity in various networking groups, made contacts, established relationships, generated leads and secured business with large firms in Philadelphia, Wilmington and outlying areas
- Further accomplished goals by expanding business into three primary niches: senior level construction, legal support staff and business-to-business sales professionals

The Golden Group Kennett Square, PA

August 1997 - June 2005

Marketing Manager / Owner

- Booked over 150 shows per year, impacting hundreds of thousands of students
- Doubled Pro-Action Team sales in 2 years

Olatunji Music, West Chester, PA

June 1996 - July 1997

Marketing and Special Events Coordination

- Successfully produced, planned and coordinated all aspects a major music festival at the Washington Monument on time and on budget

All One Tribe Drum, Taos, NM

May 1993 - April 1996

Sales Manager

- Sold Native American drums and ancillary products internationally
- Managed national reps and major in-house accounts, purchased ads in relevant media
- Supported new product design, product introduction, trade shows, and distribution
- Grew sales by 300%. Engineered and closed the largest single sale (\$26,000) in the history of the company to a large national retail chain
- Co-produced three weekend long music festivals that were fundraisers

IMPACT Publishing, Sarasota, FL

January 1991 - April 1993

Sales Manager

- Sold a wide variety of motivational audiotapes with over 100 titles, many in up to six languages – Initiated marketing to major vertical markets, including sports performance, weight loss, and smoking cessation

Honolulu Publishing Company, Honolulu, Hawaii

August 1981 – November 1990

Account Executive

- Honolulu Magazine, Hawaii TV Digest and Hawaii Star Vacation Guide - This Week Magazines – managed major accounts with ad agencies and accounts on four islands, with clients advertising in books for each island
- Hawaii Employment Guide – Started new magazine with owners. Grew to 18 pages in less than one year
- Pennysaver Magazine – sold display ads to businesses in search of retail clients

Special Education Teacher

Aug 1976 - June 1981

- Taught in Tucson, New Orleans and Honolulu

EDUCATION

University of Arizona, Tucson, AZ

- **BA Special Education**, May 1976

Volunteer Activities

Executive Board Secretary for Community Connections, Inc. – Produced Dancing with the Durango Stars successful fundraiser in May 2014. 2010 - current

Board and Fundraising Committee member – ARC of Chester County, PA 1998-2008
Committee member for Bid For Bachelors, Honolulu, HI, Jerry Lewis Telethon, Sarasota, FL

Personal and Professional references available upon request