

Susan Winters

4 Cerrado Ct. Santa Fe, NM cell: 928.301.5651

www.sageturtleddesign.com sageturtleddesign@gmail.com

Owner/ Designer SageTurtle Design 2002 - present

A website design company specializing in custom websites.

Portfolio: <http://www.sageturtleddesign.com>

Proficient in the following programs:

Email promotion:

- Constant Contact
- MailChimp

QuickBooks

Word

Excel

InDesign

PowerPoint

Photoshop

Website platforms:

- Custom HTML responsive design (Dreamweaver)
- WordPress and WIX

Video Meetings:

- Zoom
- Skype

Executive Assistant Experience

The Board Risk Committee in Santa Fe, NM

2023 – present

Duties and Responsibilities:

- Executive assistant to the President and the CEO
- Database Management
- Contant Contact Email Campaign setup
- Design the monthly Board Risk Reports
- Design other marketing materials as needed

- Set up online Webinar and membership registration forms
- Maintain Corporate Files and Accounts
- Liason to Bookkeeper, Accountant, IT Specialist
- Invoicing
- Create spreadsheets and financial reports

American Renewable Energy Institute (AREI)

AREDAY SUMMIT in Aspen, CO 2008 – present

Duties and Responsibilities:

- Web Design and maintenance
- Design Marketing Materials for online and print
- Design Constant Contact Email Campaigns
- Database Management
- Event Production Coordinator, Volunteer Coordinator, and Registration Coordinator
- Assistant to the CEO and the President

Executive Assistant to Sally Ranney

Founder of Global Choices – from 1995 to present <https://sallyranney.com>
<https://globalchoices.org>

Current duties:

- Image sourcing
- PowerPoint presentations
- Custom digital imagery
- Design of all marketing materials, posters, eblasts, cards, notices through Constant Contact or individual email
- Design summary and advanced scientific briefs for digital and print output
- Design projected banners behind Sally at her presentations.
- Design Annual Report and fundraising letters
- Special custom additions to the foundation website

VP Communications and Operations

eraGlobal Alliance - presently DBA Global Choices. 2010 - 2012

Duties and responsibilities:

- Exec Assistant to the President – research, correspondence, and scheduling
- Logistical Coordinator IWECI's 2013 Summit, a project of eraGlobal Alliance
- Create Fundraising material for IWECI.
- Proposal editor.
- PowerPoint presentation designer.
- Marketing – design and maintenance of the eraGlobal website
- Data base management, computer maintenance
- Oversee the creation of the foundation's brand.
- Create office systems.

VP Operations

Jaguar Yerba Co. Aspen, CO 1995 - 2001

Duties and responsibilities: Managed and organized all corporate efforts in the placement of yerba mate in the Natural Foods Industry.

- Communications liaison between owner, CEO, National Marketing Director, College Scholarship program director, associates, packaging designers and printers, vendors, suppliers, attorney, accountant, graphic artists, and experts in the Natural Foods Industry.
- Sourced product from Argentina, handled ordering, shipping, customs and warehousing /inventory (bulk yerba, bombillas and gourds.)
- Created all in-house sales aids, marketing tools, promotional materials, co-designed website and wrote copy for ads, articles, flyers, brochures, press releases, etc.
- Set up college scholarship program, created brochure, hired director, oversaw the program.
- Consultant during production of infomercial for TV station in Florida
- Office Manager
- Bookkeeping, including cost accounting, and cash flow projections (Quickbooks)
- Organized all national trade shows – booth design, product display, trade show set-up, travel arrangements, organized meetings, and receptions.
- Organized corporate retreats.
- Primary customer service rep
- Monitored trade / magazine advertising and promotion budget.
- Put out fires!

Our goal at Jaguar Yerba Company was to be #1 in sales of yerba mate bulk herb and traditional utensils, through distributorship, retail stores and direct customer sales in the

U.S. In 2000 we unveiled our Wild Spirit Botanical product line, which included products containing “YerbaGold”, our proprietary yerba mate extract.

Other Work experience: 2001 – 2012

Aspen Choral Society accompanist, fundraiser data management
Freelance Web Design
Computer Tutoring
Digital Imaging for Artist’s works
Summer staff – Aspen Music Festival and School – fundraising
department assistant, traffic crew manager.

Education summary

BA Music 1972 University of Washington, Seattle
Veterinary Technology 1973 Northwest College, Seattle
U.S.C. Long Beach –hematology, bacteriology
Visual Communications 1978 Banff Centre of Fine Arts (2 yr.)
Reiki I, II, III Usui Method 1981, ’81, ’95
Digital Imaging – Colorado Mountain College, Glenwood Springs. 2001
LVS Online – 12 classes in Web Design 2002-2003

Entrepreneurial experience:

Web Designer 2002 - present
Freelance photographer, custom color printer ’78- ’89
Owner, More or Less Whole Foods, (bulk health food store) 1983-1985
Owner, Sue Winters Photo Tours 1990 - 1993 Sedona AZ
Reiki Workshops 1995 – present
Classical piano teacher, accompanist 1976 - present
VP of the Aspen Choral Society, member Aspen Choral Society Orchestra
Community Theatres (Roaring Fork Valley) – accompanist in 8 productions
Documentary photographer – The Windstar Foundation 1991 - 2002
Owner/Operator – Fruit Cones – healthy food booth at fairs – 1984 - 1989

Personal information:

74, single, healthy, mother of one and grandmother of two

