

MERCEDES WARRICK

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PROFILE

A multi-faceted Advisor/Director creating transformative change and success actualization.

- Lifestyle Strategist supportive of personal development and empowered choice management to realize achievement.
- Business Strategist designing entrepreneurial models for rejuvenation and success specializing conceptualization, ideation, product/business development, cross functional logistics and marketing.

PROFESSIONAL SKILLS OVERVIEW

COMMUNICATOR: Communication Strategist • Crisis Management & Communications • Public Relations • Special Events • Spokesperson • Community Relations • Published Author • Speaker • Writer & Story Teller • Seminar Design • Message Design • Mentor • Advisor • Coach • Teacher

MARKETING PROFESSIONAL: Concept Development • Idea Expansion • Budget Development, Management & Direction • Marketing Design & Change Management • Corporate Social Responsibility • Social Media Content & Design • Revenue Development • Consumer Market Research • Retail Store Operations • Company Spokesperson • Strategic Brand Design • Timeline Integration • Product Innovation & Launches

SUCCESS ACTUALIZATION SKILLS OVERVIEW

Post Trauma Growth Mentor • Meditation, Qi Gong & Breathing Instruction • Advocate for Success as a sacred right • Vision Builder • Work-Life-Values Balance & Integration • Problem Minimization • Inner Strength Development • Change Activation, Conceptualization, Planning and Achievement • Mentor • Facilitator • Coach • Teacher

COMPUTER / TECHNICAL SKILLS

Microsoft Office: Microsoft Word, Excel, PowerPoint, Publisher, Outlook • Online Social Media Networking & Community Management FaceBook, Linked In • Retail Management / Customer Retention Systems: 1 Shopping Cart, Mail Chimp, WP estore.

PROFESSIONAL EXPERIENCE SUCCESS ACTUALIZATION

THE ACHIEVEMENT SANCTUARY® - Las Vegas, NV 2005 –Present

Mentor, Advisor, Facilitator, Muse

- Achievement Facilitator, Mentor, Muse stimulating provocative ideas, vision and thought leadership for inspired, purpose driven entrepreneurs.
- Designs success focused action plans providing accountability and focus.
- Author, *The Soul Inspired Tune Up®*, a personal renaissance through spiritual rejuvenation and renewal. Success is Your Sacred Right!
- Author, *Visionscapes® Energizing Love 365*. a mindfulness practice to energize Love Aligned Living everyday in every way
- Author, *My Personal Achievement Plan® – A Marketing Plan for a Company Called You!*
- Blog Author for The Achievement Sanctuary, Former Guest Blog Author for Prayables.com

- Owner of LinkedIn On-Line Community – The Soul Inspired Business Network, Leadership Forum
- Designer for *Business Energetics*, designing business concepts and purposefulness through the 5 P's of Applied Inspiration
- My websites – www.TheSoulInspiredTuneUp.com, www.mercedeswarrick.com

PROFESSIONAL EXPERIENCE CORPORATE EXECUTIVE

VP of Marketing / Corporate Communications, Ethel M® Chocolates, a Division of MARS Inc.
1997 – 2005 (This tenure reflects successive promotions. The last two years as a consultant)

- Executive team project leader for the M&M's® World construction. This 28,000 square foot retail store was the first of its kind in MARS history. The project included design development of three separately branded retail spaces, an Ethel M Café, an M&M's character movie and product line as well as a NASCAR® themed area. **Received Global award for performance.**
- Further accomplishments included the updating of Ethel M seasonal packaging to reflect fashion trends, downsizing of the line assortment by 25%. Directed concept modifications to packaging, catalogs, and brand communications components like press kits, food labeling and in-store collateral presentations. This is a multi-million dollar retail operation. The annual MARCOM budget was \$2.0 million. Approximate annual revenue was \$20.0 million for 12 retail locations, mail order direct-to-consumer channel and wholesale/business-to-business channel.
- As the marketing and communications consultant for Ethel M® Chocolates the key role was to **develop a product rationalization and market research model** to support the **development of Ethel M® Chocolate's sugar free chocolates line and Business-to-Business catalog.**
- Additional responsibility included the **direction of cross-functional teams** to execute these projects to completion.
- **Total division revenue increased by 35%** as a result of these additions to the product assortment and the revised Business-to-Business channel.

Director of Retail Operations, Rio Suites Hotel & Casino
1995 – 1997

- **Design-Build-Rationalization Direction of internal as well as external consultants** on the \$2 million project for the Rio-owned Masquerade Village stores.

Director of Merchandising, Caesars Palace
1989 – 1995 (This tenure reflects successive promotions from sale promotions to department director)

- Solved significant problems and issues within the retail division of Caesars World Merchandising; this **\$20M retail operation was the industry innovator** for branded logo merchandise within the tourist/gaming/resort sector.

EDUCATION

UNIVERSITY OF NEVADA, LAS VEGAS (UNLV) – Las Vegas, NV

- *Masters of Arts degree (Communications)*
- *Bachelors of Arts degree (Communications)*

CONTINUING EDUCATION & INTERESTS

THE YOGATSU INSTITUTE - Las Vegas, NV
In-Tu-It™ Yoga Teacher Training – 200 hour Graduate.
Yogatsu Life Therapist

INSTITUTE OF INTEGRAL QI GONG – Santa Barbara, CA
Graduate - 200 hour Instructor

INTERNATIONAL METAPHYSICAL UNIVERSITY – Online
Ordained Spiritual Minister

ALCHEMY GUILD – Online
Spiritual Alchemist Certification

THETA HEALING™ INSTITUTE OF KNOWLEDGE – Las Vegas NV
Theta Healing Advanced DNA

PEACE PLACE – Sedona AZ
Usui Reiki Master Teacher

COMMUNITY INVOLVEMENT / RECOGNITIONS

- Las Vegas Chamber of Commerce, Former Member
- Toastmasters, Power House Pros, Former Member
- United Way of Southern Nevada, Financial Sustainability Committee. 2007 – 2009.
- Las Vegas Chamber of Commerce Business Council, 2002 – 2007
- Business Community Investment Council, President, 2006
- “You Can Make a Difference” Mars Global Award, Retail Entertainment Project, 2000
- International Winner, Sibella Magazine Poetry Contest, 2012
- Guest Coach, Women’s Leadership Conference, MGM Grand Las Vegas, 2011 & 2012
- Mentor, Girls Rites of Passage, West Las Vegas Arts Center, 2012, 2013, 2014
- Laguna Beach Gallery of Contemporary Art, 2013
- Featured Artist, The Art of Women, 2014
- Studio Artist, Xanadu Gallery, 2014