

Edie Hand-Aldridge

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Senior Business Management and Project Development Executive

Over 20 years experience in marketing, media relations, training and product branding development. Strong track record in building favorable corporate images through planning and managing a wide range of corporate PR initiatives. Organized and effective project manager for large scale national marketing endeavors; proven ability to lead teams of creative professionals to achieve focused results and creative solutions.

- Strategic Market Positioning
- Media Planning
- Merchandising and Event Coordinator
- Press Tours/Trade Shows
- Executive Speaking Opportunities
- New Product Launches
- Selecting & Managing External Agencies
- Press Material Development
- Product Review & Award Campaigns
- PR and Crisis Communications Management
- Employee Communications
- International PR Support
- Executive Production

EXPERIENCE

Hand & Hand Marketing, Birmingham, AL

President and CEO

Spearheaded development of marketing strategies and campaigns for short-term and long-term corporate clients. Performed as in-house marketing director as needed per long-term client. Provided turn-key seminars for sales training, customer service and product branding programs.

Corporate/Governmental

- Created and produced statewide emergency survival handbook after the “Winter Storm of 1993”. Distributed in 67 counties by Emergency Management offices as well as Food World grocery chain. Revised to national preparedness handbook with addition of information on bio-terrorism in 2001.
- Commissioned to produce Alabama Power’s first ever environmental management handbook. Required research, and expertise, in environmental issues.
- Orchestrated first “JC Penney Golden Rule Awards” program to recognize people with outstanding community service. Convinced United Way to carry program under its umbrella.
- Produced, wrote and hosted pilot video for American Medical International. This video enabled hospitals to highlight services and technology in all 125 markets. Awarded several times for exceptional community affairs tool.

Marketing/Sales

- Increased marketing penetration 60% for Chevrolet/Olds dealership in four states in the Southeast.
- Moved Sunshine Pet Foods from # Six in the nation to #Two in six months.
- Marketed and promoted skin care products on Home Shopping Network. Hosted on-air sales of ExtRemedies; achieved product sell-out in twenty minutes.
- Received top sales award for WZZK-FM Radio Birmingham and WBMG/CBS -TV Birmingham two consecutive years. Increased new accounts by 50% in six months.

Media

- Commissioned writer for media such as: Southern Living Magazine, Logger and Lumberman, Timber Jack International and Southern Lady magazine.
- Partnership with State of Alabama to develop EVE Foundation – a non-profit program for 4-6 grades to teach environmental issues. Documentary, EVE’s Green Team, is now playing in Manhattan at the Children’s Museum. Eve jingle aired nationally for two years on Earth Day.
- Co-chaired successful fundraising event for University of North Alabama; raised more than \$100,000 in two days.
- Hosted a two-hour midday talk show on WYDE radio, a Crawford Broadcasting Company
- Co- developed national syndicated radio show “News You Can Use” with Consumer News Editor of Bottom Line Personal, Ken Glickman.
- Organized and hosted the Edie Hand Celebrity Golf tournament to benefit Alabama charities.
- National Spokesperson for Unilever/Best Foods’ produce lines, Mazola Canola Oil and I Can’t Believe It’s Not Butter campaign on the Food Network.

TRAINING AND DEVELOPMENT/SEMINARS

- Conducted Team-Building Workshop for Clients such as NASA/Redstone Arsenal, Clemson University, Martin Industries, Taylor Machine Works, ABC News affiliates in the southeast and Rental Uniform Services, etc.
- Produced and hosted Motivational/Personal Development Workshop for: American Women in Radio and Television, Gadsden State Community College, Alabama Credit Union MGNS, University of North Alabama and Southern Women Shows Celebrity Speaker

EDUCATION

University of North Alabama, Florence, AL
Bachelor of Science

PROFESSIONAL DEVELOPMENT

- Person to Person Communication, Birmingham, AL
Training Development in Stress Certificate
- University of Alabama, Tuscaloosa, AL
Communications Certificate
- University of Alabama, Birmingham, AL
Journalism Certificate

ASSOCIATIONS

- American Women in Radio and Television/Past Board Member
- Business and Professional Women’s Organization
- Alabama Speakers Association
- National Speakers Association