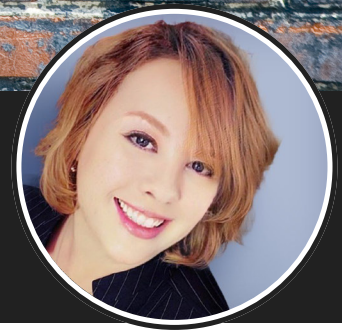


DANNET BOTKIN



WORK EXPERIENCE

Marketing, Sales & Operations, Human Resources, Advertising & Promotions, Brand Management, Social Media Marketing, Budgeting, Project Management, Turnaround Consulting, Procurement & Negotiations, Business Development, Strategic Planning, Non-Profit Fundraising, International Business, Trade: Import / Export, Merchandising, Public Relations, Communications, Product Development, Placemaking, Permitting & Inspections, Public Safety, Business & Marketing Consulting

DESIGNS GROUP CONSULTING / PRESIDENT & OWNER
2015 – PRESENT / HOT SPRINGS VILLAGE, AR

HOT SPRINGS VILLAGE PROPERTY OWNERS ASSOCIATION / MARKETING
DIRECTOR 2011-2015 / HOT SPRINGS VILLAGE, AR

WELLCARE HEADQUARTERS / MARKETING PROGRAM DEVELOPMENT
SPECIALIST 2010-2011 / TAMPA, FL

CAPRICIOUS, LLC - GIULIO BARCELONA USA / CEO
2007-2011 / NEW JERSEY & BARCELONA, SPAIN

MILLTEX GROUP, INC / DIRECTOR OF MARKETING & COO
2001-2007 / NEW YORK, NY

THOMSON-LEEDS COMPANY, INC. / ADVERTISING ACCOUNT EXECUTIVE
1998-2001 / NEW YORK, NY

GRUPPO INTERMODA / DIRECTOR OF SALES & MARKETING
1996-1998 / NEW YORK, NY

NEIMAN MARCUS HEADQUARTERS / ASSISTANT BUYER & OFFICE MANAGER
1993-1995 / DALLAS, TX



INDUSTRY EXPERIENCE

Agriculture, Automotive, Beauty, Construction, Fashion, Financial, Flooring, Corporate, Government, Health, Hospitality, Insurance, Manufacturing, Medical Device, Non-Profit, Placemaking, Private Community, Public Safety, Real Estate, Retail & Wholesale, Small Business, Technology, Tourism



EDUCATION

Bachelor of Science, University of North Texas
Studied Marine Biology, Texas A&M Galveston



AFFILIATIONS / VOLUNTEERING

Hot Springs & Hot Springs Village Chamber of Commerce Member, AR
Collin County Black Chamber of Commerce Member
Hot Springs Village Board of Realtors Affiliate, AR
In Past - Suncoast Human Resource Management Association, St. Petersburg, FL

Contact



501-209-2806



Dannet@DesignsGrp.com
DGCMarketingFirm.com



4 Lerida Lane,
Hot Springs Village, AR 71909

Skills

Microsoft Office 100%

Social Media 98%

Leadership 100%

General Management 100%

Project Management 100%

Creativity & Multitasking 100%

Marketing & Communications 100%

Teamwork 100%

Project Management Certificate 1998



AWARDS

Dannet Botkin was inducted into the *Who's Who 2009-2010 Edition*, Voted Best POA Employee in 2013, and won the HSV Area Chamber of Commerce Entrepreneur of the Year in 2016. She is also a published author.

Other Awards for Designs Group Consulting Include: 2019 2nd Place Business Owner, Reader's Choice Hot Springs Village Voice Award 2019; 2nd Place Media Company, Reader's Choice Hot Springs Village Voice Award, 2019; 2nd Place Media Company, KVRE 92.9 FM Listener's Choice Awards 2019

Dannet Botkin, a marketing, sales, and operations professional with more than 30 years of experience, serves as the President and Owner of *Designs Group Consulting (DGC)*, an Arkansas-based marketing firm. Botkin founded DGC in 2015, bringing metropolitan and corporate experience to her customers. She works with clients and staff all over the USA and in Europe. As brand builders, storytellers, designers, and operational gurus, DGC combines branding, material design, video production, advertising, technology, digital marketing, and strategic planning with a one-on-one approach to marketing. DGC also offers business consulting services.

Botkin's business savvy has extended far beyond marketing and into operations. She managed national and international businesses: streamlining operations, upgrading technology, increasing profits, creating and implementing business strategies and plans; improving budgets and accounting systems; managing human resources; administrating client services; and restructuring organizations.

Dannet's international business experience includes working with *Chantal Thomass, Ritratti, Lise Charmel, Triumph, Aliza Regar, Nina Ricci, Gemma, Coca-Cola, Hunter Douglas, Neiman-Marcus, Nintendo, Thomson-Leeds, Victoria's Secret, Warner Bros., Giulio, Hot Springs Village* and *WellCare*. Her career includes stints in Barcelona, Spain, Dallas, NYC, and Tampa. She served in various positions, including CEO and COO, managing several multi-million-dollar budgets and businesses. Her expertise and experience in marketing and operations is extensive.

Before founding *DGC*, Botkin served as the Marketing Director for *Hot Springs Village (HSV) Property Owners Association (POA)* from mid-2011 to early-2015. During her tenure with the POA, she launched the HSV Visitor Center as part of a successful marketing strategy to welcome visitors and potential residents. She created new marketing materials, advertising programs, social media campaigns, print materials, direct mailers, videos, public relation campaigns, events, and websites to showcase HSV, which all lead to substantial community growth. Botkin also built and implemented a CRM system for sales leads, sourced new technology for the organization, and directed operational projects that affected almost every department.

Designs Group Consulting (DGC) currently serves small to large businesses across America in almost every industry including logistics, real estate, tourism, hospitality, food & beverage, agriculture, medical, financial, insurance, luxury goods, non-profits, city governments, auto dealers, along with business services such as heat and air, elderly care, health, construction, the flooring, insurance, financial industry, and more. DGC is continually providing pro-bono graphic designs and videos for area charities and clubs such as the *Village Cancer Walk, Kiwanis Club, Rotary Club, Special Olympics, Hot Springs Village Community Foundation, Local Fire & Police Departments*, and more.

Board of Director Experience:

- Past Board President for the Village Loan Closet
- Past Board Director for the Village Employees Benefit Fund
- Past Board Director for the Hot Springs Village Community Foundation
- Past Board Director for the HSV Area Chamber of Commerce

Volunteer Work:

Save the Manatee Volunteer, FL
 Marine Mammal Path Lab
 Volunteer, FL
 Texas Marine Mammal Stranding
 Network Volunteer, TX

References:

Clara Nicolosi
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 501-984-3778

Kurt Hogaboom
 Village Villas, 4136 HWY 7 N, Hot Springs Village, AR 71909
 610-662-7021

