

# Donna Noyce



Business Development Professional | Sales & Marketing Strategist | Speaker/Presenter | Consultant | Entrepreneur

 (919) 704-3699     [donnanoyce@gmail.com](mailto:donnanoyce@gmail.com)     <https://www.linkedin.com/in/donnanoyce>

**Accomplished and results-driven business professional** with a proven record in sales, marketing, business technology, project management, administration, and operations. Brings a diverse background across financial, hospitality, real estate, and government sectors, with expertise in engaging decision makers and creating winning strategies that deliver measurable results. Recognized for exceptional interpersonal skills and the ability to build trust and rapport with clients, colleagues, and partners at all levels. Adept at aligning diverse priorities toward a common goal and leveraging strategic and operational drivers to produce outcomes. Highly self-motivated, entrepreneurial, and effective working independently or leading collaborative efforts.

## Let's Work Together...

### AREAS OF EXPERTISE

- **RELATIONSHIP-DRIVEN SALES** – Skilled at initiating meaningful conversations, building trust quickly, and connecting prospects with high-value opportunities.
- **STRATEGIC BUSINESS DEVELOPMENT** – Identify and capitalize on opportunities through targeted outreach, needs analysis, and value-focused presentations.
- **MARKETING & PROMOTION** – Create and execute campaigns that generate interest, qualify prospects, and support revenue growth.
- **COMMUNICATION & PERSUASION** – Craft compelling messaging across channels to inspire action and drive engagement.
- **PROJECT & TIME MANAGEMENT** – Organize, prioritize, and execute tasks efficiently in autonomous, performance-based environments.
- **ENTREPRENEURIAL MINDSET** – Self-motivated and adaptable, thriving in commission-based roles that reward initiative and results.

### TECHNICAL & DIGITAL SKILLS

- **Productivity & Collaboration:** MS Office Suite, Apple/Mac Suite, Google Workspace, PowerPoint
- **Design & Creative:** Canva, Photoshop, Publisher, Logo & Marketing Collateral Design
- **Email Marketing Platforms:** Constant Contact, MailChimp, AWeber, GetResponse
- **CRM & Sales Tools:** Salesforce, Hubspot, Zoho, Pipeline, Agile
- **Social Media & Content:** Facebook, LinkedIn, Twitter, Blogging, Google Business
- **Web & Mobile Marketing:** WordPress design/management, mobile web app development, SMS/MMS campaign management
- **Video & Multimedia:** Commercial video production & ranking for marketing use
- **Digital Marketing:** SEO, SEM, analytics



# PROFESSIONAL SALES EXPERIENCE

## Principal | Business Development & Marketing Solutions

**Digitalutions - Present**

- Deliver tailored business solutions for SMBs, including marketing, advertising, website design, e-commerce, SaaS, point-of-sale systems, and payment processing.
- Conceived, developed, and launched a regional online restaurant guide from concept through completion.
- Conduct in-depth needs analyses to create customized recommendations and oversee implementation.
- Help clients achieve measurable results, typically increasing profitability by 25%+ through cost reduction, resource reallocation, and strategic marketing initiatives.

## Relationship Marketing Consultant/Account Executive

**ReminderMedia, 13 Years**

- Delivered in-person presentations of marketing products and programs to real estate agents at brokerage meetings, consistently generating high engagement and enrollment.
- Guided agents in integrating automated relationship marketing strategies into their business plans, resulting in measurable increases in repeat and referral transactions.
- Achieved closing ratios as high as 100% in certain presentations by building immediate rapport and demonstrating clear ROI.
- Provided ongoing consultative support, offering targeted advertising concepts and content strategies to enhance campaign effectiveness.

## District Manager

**Restaurant.com 2 Years**

- Sold internet-based marketing solutions, including custom web pages, digital gift certificate programs, and gift card systems, to independent restaurant owners.
- Partnered with **Sysco's iCare program**, collaborating with a regional team of 32 Account Managers and 4 District Managers to expand market penetration and deliver value-added services to Sysco clients.
- Consulted with restaurant owners to design and implement promotional discount campaigns, increasing customer traffic and revenue.

## Direct Sales Representative

**Cablevision, 2 Years**

- Generated new residential accounts for cable television and internet services through direct prospecting and relationship building.
- Developed partnerships with apartment property managers, leasing agents, and real estate agents to secure referrals and capture new move-in business.
- Created and distributed targeted marketing materials, including flyers and business cards, to increase local brand visibility and drive lead generation.s.

## District & Regional Manager/Marine Finance Specialist

**Ganis Credit Corporation & Net Bank/Beacon Credit, 3 Years**

- Originated consumer loans for yacht financing, consistently meeting or exceeding sales quotas.
- Managed sales, marketing, advertising, and overall operations for a California-based marine lending division, expanding market presence in New York and North Carolina.
- Built and maintained referral networks with boat dealers and yacht brokers to drive new business.
- Coordinated and executed participation in local and regional industry trade shows.
- Supervised and trained support staff to ensure operational excellence.

## Advertising Sales/Photographer

**Trader Publishing, 3 Years**

- Sold advertising space to commercial dealers and private sellers across multiple specialty publications (Auto Trader, Truck Trader, Boat & RV Trader).
- Created compelling ad copy and professional vehicle photography to drive engagement and sales inquiries.

*"I would describe Donna as a creative, intelligent, passionate professional who shares her knowledge and expertise freely. Her values come across in her sales as she genuinely cares about her clients."*

-C. Ballou,

ReminderMedia



*"Donna is one of the hardest working business women I've met. I've had the pleasure of collaborating with Donna on professional projects and find her to be ethical and tireless in her efforts to create value for her clients. She truly embodies the attitude of going the extra mile when it comes to service."*

-M. Kurek

Mary Kurek, Inc.



*"Donna proved to be a stickler for detail. She worked tirelessly to assure clients were not just satisfied, but elated with the work provided. Because of her exceptional work ethic, she regularly exceeded all possible expectations by completing projects not only on schedule, but with every detail covered."*

-W. Grindstaff

eMarketing  
Source

