

CATHERINE RUDOLPH

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Highlights of Qualifications

- Over 10 years of significant licensing, product management, administrative and direct marketing experience
- Solid track record for the coordination, planning and support of daily operational and administrative functions.
- A strategic thinker with keen problem solving abilities.
- Ability to maintain productivity, flexibility and sense of humor during unexpected changes and under pressure.
- Motivated, self-starter, superior attention to detail, strong work ethic.

Professional Experience

Franco Manufacturing Company, Inc

Metuchen, NJ

Assistant Product Manager

June 2018 – Present

- Oversee all operational product aspects of retail accounts (designs, development specifications, packaging, and product approvals) for portfolio totaling over \$90 million in volume.
- Manage high profile accounts such as Target, Walmart Canada and Amazon
- Work closely with multiple departments, particularly sourcing and planning to ensure all customer ship dates are met.
- Create presentations for purposes of selling in new items.
- Lead showroom preparations for annual, national Home Textile Market Week in New York City.

Licensing Coordinator

June 2014 – July 2018

- Responsible for submitting and tracking all product and packaging approvals for licensors such as Nickelodeon, Disney and Warner Brothers, amongst others.
- Sent and tracked sample approval to licensor from concept through production.
- Kept in depth spreadsheets to track products for both product design and packaging teams.
- Acted as a liaison between internal team and licensors to ensure important deadlines were met.
- Provided general administrative support for several teams, which included: shipping, copying, and faxing items.

John J. Vento, CPA, MBA, CFP

Staten Island, NY

Administrative/Social Media Assistant

February 2013-June 2014

- Prepared PowerPoint presentation for various seminars about financial health.
- Responsible for overseeing advertising compliance.
- Prepared and implemented the marketing plan for the firm.
- Responsible for following up with attendees of all firm seminars in order to retain as clients.
- Maintained social network presence on Twitter, Facebook and LinkedIn.
- Established a protocol so all firm mailings were completed on a timely basis.

Private Family

Staten Island, NY

Child Care Provider

March 2012-June 2014

- Responsible for the full time care of a toddler child.

Sesame Workshop

Administrative Assistant/Data Entry/Licensing Coordinator

New York, NY

September 2007-August 2011

- Received product concepts and trafficked forms through management and creative.
- Gathered information to determine product development schedules and timelines.
- Maintained files for tracking all product approvals.
- Created line sheets for all licensees, including product details, launch dates and images.
- Acted as liaison between the Sesame Workshop team and licensees in several key categories including: party, stationery, health & beauty, season and food.
- Assisted Global Toys team and high level executive with expense reports, travel plans, billing and product orders.
- Dealt with product orders, invoice management and deal memos.
- Created a data base to assistant Global Toys team to organize and track character voice recordings.

ABC News

Intern at ABC News 20/20

New York, NY

January 2006-June 2006

- Researched topics on designated topics, which changed each week.
- Assisted production team in finding and editing clips for 20/20 program.

Additional Work Experience

- 10+ of customer service experience in a retail environment.
- Continued administrative growth through entire work history.

Education

Bachelor of Science, College of Staten Island, Staten Island, NY

August 1999 – May 2006

- Major: Communications – Journalism; Minor: Marketing