Marge Bitetti

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**Career Summary**

Over 20 years of writing experience between the public and private sectors. A career emphasis on technology product positioning and subsequent funding opportunities leading to expertise in Federal grant programs and respective applicability/eligibility.

**Professional History**

**Grant Writer/Grant Researcher**

3-2018 to 12-2018 - Operation SafeHouse, Riverside, CA 20 hours a week

**Real Estate Agent**- (Current- part-time)

Tarbell South Corona

CalBRE#02000803

Since 03-2016

**Freelance Writer, Author and Researcher, (1985-Current)**

Developed new clients and maintained prior clients; performing a variety of duties included concept to completion design and writing of many projects. Skills: ghost writing, grant writing, editing, video scripts, interviewing techniques, photography, business management, and received byline credit for over 100 non-fiction articles. Sales of services to a unique targeted audience, Author of 8 nonfiction books

**Grant Management and Proposal Writer, Cassidian Communications formerly PlantCML (August 2011)**

Navigation and Grant Guidance expertise, working in the Public Safety industry to assist firms and clients with funding solutions having begun tenure as RFP team member and responder. Moved into full-time grant management role at end of 2009. Duties, skills and services provided include:

* Writes program narratives for all business unit solutions for inclusion in customer grant applications.
* Researches grant opportunities nationwide and maintains master database of all available (and applicable) grant programs.
* Maintains log of all grant assistance activities within the master funding database and reports quarterly progress as to awards, amounts, non-awards, pending and debriefs sales teams as appropriate.
* Works with team to identify “hot points” and specific areas of advantage for Company in bid process to leverage funding availability.
* Designs and conducts customer and client facing Funding webinars to advise and guide on services and options.
* Communicates relevant grant information (profiles and summaries) to sales teams, marketing and channel management operations.
* Responds to external inquiries related to funding, grants and general requests for guidance as received via website or from customer-facing teams.
* Engages the Sales teams monthly to obtain front-line status reports on account challenges, strategic objectives and sales roadblocks where funding solutions could potentially lead to increased odds of revenue capture.
* Engages the Marketing Communications team to create “news you can use”, tips, podcasts and other customer-focused materials geared towards driving business and market share towards Company.

**Marketing Manager, Santa Ana Manufacturing Company (2001-2004)**

Products used in Communication, Medical Imagery, Education, Government and Business. Ability to develop sales and brand management to a private label catalog increased sales by 75%. Developed strong client contacts with key decision-makers to support marketing objectives. Identified and expanded prospect clients for targeted segments including federal procurements, sub-contracting, catalogs, distribution channels and International businesses. In addition, managed advertising and business development including International representation and handled customer relations for special accounts to allow quick turn-around on return items.

#### *Selected Accomplishments at position:*

* Managed documentation for ECO (Engineering Change Orders)
* Handled all ad placement, writing press releases, creating a marketing calendar and looking for opportunities to place feature articles.

### Brand management for private label brands to an outside catalog company. Involvement included sales, marketing, internal and external communication and performing physical product inspections prior to shipment to maintain quality.

* Established outside sales network of manufacturer rep firms. The goal is to gain representation across the United States. I created the program, located potential firms, and drafted the original contract and all initiated all inter-company contacts. Within four months of starting this marketing program representation outside the firm went from zero to successfully representation in 9 states and all of Canada.
* Developed contacts to increase sales targeting federal procurements, sub-contracting, catalogs, distributions channels and International businesses

**EDUCATION AND CREDENTIALS**

Master’s Degree in Business Management, Webster University, Irvine, CA/St. Louis, MO 1997

Certificate in Grant Writing University California, Riverside, 2004

Online FEMA training and certification while at Cascadian

Bachelor’s Degree in Communications, California State University Long Beach,

State of California Real Estate License, 2016 Lic# 02000803

Strong organizational skills, forecast and vision to the future while meeting present needs; ability to see the whole picture. Skills include: writing, researching, editing, interview skills to obtain information. In addition computer skills include: Microsoft Office 2016, Word 2016, Outlook, Publisher, Adobe Photoshop, Excel, PowerPoint, HTML experience, Internet Research

PUBLISHED BOOKS INCLUDES:

***Aviation History of Greater Riverside***, History Press, Charleston SC, February, 2013

ISBN 978.1.60949.630

Italians in Los Angeles, Images of America Series, Arcadia Publishing, San Francisco, CA

July, 2007 ISBN 978-0-7385-4775-6

Santa Ana, Images of America, Arcadia Publishing, San Francisco, CA May, 2006

ISB 0-7385-31006

Norco, Images of America, Arcadia Publishing, San Francisco, CA November 2005,

ISBN: 0-7385-3035-2

Pharmaceutical Marketing in Europe: Lessons from the US Smi Publishing Ltd., London, England, UK, ISBN: 186206 0983

***Millennium Twenty-First Century Orange County*** Pioneer Publications, ISBN:1-881547-27-2 author, researcher, and photographer

***Keep Perspective***, ghost writer/editor

***To Volunteer is to Love***, author non-fiction book

***Wellness Through Awareness***, ghost writer/editor

Freelance Feature articles have appeared in the following:

* BYTE
* Boston Globe
* Los Angeles Times, Orange County Edition
* Home & Décor Magazine
* USA Today
* St. Anthony Messenger
* Orange Coast Magazine
* Orange County Home & Garden Magazine
* California Homes
* Inland Empire Magazine
* Orange County Lawyer
* Daily Pilot Newspaper
* Bakersfield Californian Newspaper

Other Writing Experience:

Technical Writing Contract for various projects