

DENISE B. ZUCCO  
Arnold, Maryland 21012  
410-271-3794  
<http://www.linkedin.com/in/dbzucco>  
dbzucco1@gmail.com

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## CAREER OBJECTIVE

Obtain a full-time position, utilizing my experience in the promotional products industry, within a larger organization.

## WORK SUMMARY

Founded and run organization with business partner for promotional and marketing products for businesses, non-profits and events. Equally responsible for all aspects of business including marketing, business development, operations and production of promotional products and custom apparel. Extensive human resources, recruiting and operational management experience.

## PROFESSIONAL EXPERIENCE

Branding Essentials by annie & de, Arnold, MD  
*Partner*

Jan 2016- present

Branding Essentials by annie & de are experts in helping businesses elevate their image through branded merchandise. We do this by providing a full suite of marketing products including custom apparel, promotional products, trade shows & events, and online company stores.

Founded and run organization with business partner. Equally responsible for all aspects of business including marketing, business development, operations and production of promotional products and custom apparel.

Identify, qualify, and develop business through networking, referrals, existing customers, cold calling, and community events. Gather requirements, produce proposals, source promotional products, provide estimates, negotiate price and acquire orders. Manage project through production, delivery and post sell.

Establish and execute marketing calendar. Manage social media accounts, blogs, marketing emails, and mailings. Develop and maintain strong relationships with suppliers, graphic artists and a variety of marketing experts to ensure clients' needs are met. Created and manage company website, set-up and manage e-commerce corporate sales stores.

Maintain strong industry knowledge and remain current with the latest promotional products by participating in continuing education activities, attending trade shows and accessing resources through both regional and national promotional products professional associations.

Synaptic Advisory Partners, Annapolis, MD  
*Human Resources Manager*

Mar. 2014- Oct. 2015

Managed all aspects of human resources for privately held consulting firm that specializes in the development and deployment of secure, cloud-based (salesforce.com) enterprise solutions in the education, health and life sciences industries. Responsible for employee relations, benefits, compensation, and wellness programs. Managed full-life cycle technical recruiter and office operations. Developed Employee Policy & Procedures Manual. Developed and organized team building and social events.

*Corporate Recruiter*

*May 2012- Mar. 2014*

Full lifecycle, technical recruiter. Researched and identified candidates, interviewed, conducted reference checks, negotiated and prepared offers, and conducted new hire orientation. Established the onboarding process, a social media presence, and a corporate recruitment process.

Human Resources Consultant, Arnold, MD

*Self-Employed/Contractor*

*2000- 2009 & 2011-2012*

Recruited candidates for a variety of organizations including corporations, recruitment firms and government contractors. Managed full life-cycle recruitment process from sourcing candidates, interviewing, facilitating offer negotiations to conducting new hire orientation. Established a social media presence at several organizations. Consulted with management on general human resources management services as needed.

Recruitment services provided at various organizations including Crown Consulting, Yeatman Executive Search, CBI Group, Foster Thomas, Patuxent Companies, and Lupin Pharmaceuticals. Talent acquisition of a variety of backgrounds including high-tech DOD Top Secret candidates (TSSCI), business and financial analysts, pharmaceutical sales, communications, engineers and administrative staff.

BCS, Incorporated, Laurel, MD

*Human Resources Generalist/Recruiter*

*Sept. 2009- Aug. 2011*

Provided human resources generalist support, and managed all aspects of high volume, full lifecycle recruiting for 100 employee government contractors specializing in the energy sector. Hired 60+ employees over 2-year tenure. Assisted with employee relations, performance and compensation issues. Developed and documented various company processes, procedures and job descriptions.

Implemented a college recruitment program, a human resources information system (HRIS), an employee referral program, and a social media presence. Conducted new hire orientation, exit interviews, open enrollment, and managed various benefit plans. Responsible for government badging process, background checks, drug testing and E-Verify. Assisted with contract proposals for growing company with multiple locations.

United States Naval Institute, Annapolis, MD

*Human Resources Manager*

*Oct. 1997-Jan. 1999*

Managed all aspects of human resources department for professional association and publisher. Responsible for a one hundred employee organization in the areas of employee relations, recruiting, benefits/compensation, training and wellness programs.

Annual renewal, open enrollment and daily administration of the following plans: self-insured medical, pension, 403(b), short and long-term disability, Section 125 and tuition assistance. Assisted in the creation of Section 125 plan document. Established and revised policies for the Employee Handbook. Responsible for recruiting, EEO-1 Reports, Vets-100 reports, social events, and the service award program.

Science Applications International Corporation (SAIC), Columbia, MD

*Human Resources Generalist*

*Aug. 1995- Apr. 1997*

Provided human resources generalist support to high technology government contractor. Responsible for a 280-employee operation, in three locations, in the areas of employee relations, recruiting, benefits/compensation, training and wellness programs. Conducted new hire orientation, OSHA and interviewing skills training.

United States Fidelity and Guarantee (USF&G), Baltimore, MD

*Junior Generalist*

*Dec. 1994- Aug. 1995*

Provided human resources support to large insurance company's employees by administering company benefits, policies and procedures. Conducted new hire orientation and enrolled employees in benefits. Participated in workflow development, HRIS system implementation, and data integrity projects.

*Recruiter*

*Mar. 1994- Dec.1994*

Recruiter for an Information Services Department. Coordinated departmental staffing needs by hiring temporary help, selecting and managing vendors and negotiating contracts. Developed a college recruiting program. Served as the relocation advisor, employee referral program coordinator, and internal employee staffing coordinator. Developed standardized interview questions and evaluations. Created, implemented and documented procedures for staffing process.

Kelly Temporary Services, Columbia, MD

*Placement Supervisor*

*May 1993- Mar. 1994*

Screened and interviewed applicants for administrative, clerical and light industrial positions for a temporary placement service. Resolved performance, payroll and service issues, administered a testing and training program, and conducted open house recruiting and job fairs.

## EDUCATION

Towson State University, B.S. Communication Studies, Towson, MD

## MISCELLANEOUS

Chesapeake Promotional Products Association Member  
Promotional Products Association International Member  
Thrive! Arundel Network, Assistant Chapter Director  
Professional in Human Resources (PHR) certification

