

## **Brenda M. Farrell**

765 Neilson Street, Berkeley, CA 94707

Tel: (510) 898-1877 (Home) / (510) 529-9493 (Cell) / Email: [brenfar73@yahoo.com](mailto:brenfar73@yahoo.com)

### **EXPERIENCE:**

2006-Present Berkeley Wireless Research Center, University of California, Berkeley  
*Administrative Specialist*

- Provide research project support including analyzing, advising and assisting in the information gathering phase of proposal development and supporting Principal Investigators in writing and editing professional documents for research projects.
- Serve as a resource for pre- and post-contracts and grants work, researching regulations and guidelines on grants and/or contracts.
- Manage the coordination, planning and execution of special events such as conferences, seminars, and workshops.
- Design and draft organizational website content and marketing materials such as company brochure and annual report.

2005-2006 NRI Community Services, Woonsocket, RI  
*ECHO Data Specialist*

- Assisted in the gathering and interpretation of data, analyzed and summarized results, and prepared reports for submission to organization leaders and managers.
- Conducted research and assisted in the review and editing of annual reports.
- Gathered information from client focus groups and from existing databases to be used in generating organizational reports.
- Managed monthly mailings of client surveys, entered survey results into database and analyzed outcomes.

2002 - 2005 I took the time during this period to start a family and to begin graduate work in Public Administration.

2001 - 2002 College of Natural Resources, University of California, Berkeley, CA  
*Assistant Administrative Analyst*

- Reviewed and analyzed grant proposals for compliance with agency, campus and college policies and procedures.
- Provided analysis of research proposals including reviewing budgetary and personnel needs.
- Implemented strategies for all aspects of meetings, from planning phase through successful event execution and follow-up.
- Recommended, designed, developed and managed production of communication materials for programs.
- Additional duties included processing requests for new hires, developing job descriptions, processing purchase orders, travel vouchers and other documents.

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1999 - 2001 San Francisco Convention & Visitors Bureau, San Francisco, CA  
*Marketing Program Coordinator*

- Managed and coordinated all aspects of various marketing programs including print, radio, direct mail, telemarketing and web-based campaigns.
- Oversaw preparation, production, distribution and inventory management of marketing publications; developed and tracked contracts and program participation materials.
- Executed the sales effort and acquisition of partners into various marketing programs; created training procedures and materials for marketing program participants, also conducted onsite training sessions with program participants.
- Administered and managed program budgets; monitored, analyzed and reported program results to division, partners, program participants and staff.
- Recruited, hired, supervised and trained staff for various marketing projects.
- Implemented and managed web site marketing campaigns, designed and maintained web site content, researched and developed online partnerships and strategies.
- Administered online and offline sweepstakes and contests including developing guidelines and rules; also managed prize acquisition.

### **SKILLS:**

Technical: MS Word, Access, Excel, PowerPoint, PeopleSoft, Microsoft Outlook, Crystal Reports

Other: Project management, marketing, research, statistical analysis, database development, web site design, bilingual - English/Spanish

### **EDUCATION:**

Bachelor of Arts in Economics, Sonoma State University

Master of Public Administration, San Francisco State University