

# Heidi Weiskopf

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## **OBJECTIVE**

Consulting or senior management position for a developer of boutique projects, clubs and/or communities. Responsibilities of interest: (1) design coordination and liaison between principals, project architects and interior designers for community facilities and residential products, (2) identification and development of luxury amenities, services and appointments, (3) strategic marketing and real estate sales.

Willing to travel and relocate.

## **QUALIFICATIONS**

**MANAGEMENT/ENTREPRENEURSHIP** ~ Founded and manage an international marketing consulting company servicing the property development and hospitality industry; founded and currently manage an interior design studio specializing in distinctive interiors for western living and rustic retreats; managed the seminar/special events division of a \$50M full service international marketing merchandising company

**INTERIOR DESIGN** ~ Expertise in space planning, FF&E specifications, color and texture design, and project management for residential and contract/commercial projects

**MARKETING AND SALES** ~ Professional background in marketing programming, sales and business development strategies, promotion, budgeting, market research, public relations, special events, collateral design

**GOLF & HOSPITALITY** ~ Lifetime family involvement with the PGA and Sr. PGA Tour, sponsors and hospitality; golf facilities, memberships and club services; extensive domestic and international travel

**REAL ESTATE** ~ Arizona sales licensee since 1991

## **EXPERIENCE**

INTERIOR DESIGN—

**HEIDI WEISKOPF INTERIOR DESIGN**, Scottsdale, AZ, 2000-current

*President/Interior Designer, Allied Member, ASID*

[www.heidiweiskopf.com/interiordesign](http://www.heidiweiskopf.com/interiordesign)

- Creation of inviting and distinctive interiors for western living and rustic retreats through expertise in space planning, color and texture design, and FF&E specifications
- Utilize MSWord, Excel, PowerPoint, Photoshop, AutoCAD and QuickBooks for professional project management, presentations and relationship management with architects, builders and other design associates
- Ongoing development of a specialized library of craftsmen and artisans for custom commissioned rustic furnishings

\*Published Work: *Cabins & Camps* (Ralph Kylloe, 2002); *Arizona Foothills Magazine* (July 2003); *Rustic America* (Ralph Kylloe, winter release 2009); Local talent recognition: *Phoenix Home & Garden*, “Book Bites” (September 2004), *Scottsdale Airpark News*, “The Next Generation of Movers and Shakers” (May 2008)

## INTERNATIONAL MARKETING CONSULTING—

**W.I.S.E. ASSOCIATES, INC.**, Scottsdale, AZ, 1996-current

### *President/Consultant*

- Formulate strategic marketing programs for sales/business development, promotion and communications
- Conduct market research for direct marketing campaigns, competitors analyses, and SWOT discovery (Strengths/Weaknesses/Opportunities/Threats) for new ventures and expansion
- Plan and manage specific corporate events defined as critical components to a comprehensive marketing program
- Promote corporate identity through logo design, collateral development and merchandise

\*Notable Clients: DMB, KSL Recreation Corporation, Koll Resorts International, Lyle Anderson Companies  
([www.heidiweiskopf.com/notableconsultingprojects](http://www.heidiweiskopf.com/notableconsultingprojects)) ([www.heidiweiskopf.com/lettersofrec](http://www.heidiweiskopf.com/lettersofrec))

## CORPORATE POSITIONS—

**SPAR MARKETING, INC.**, Minneapolis, MN and Tarrytown, NY, 1993-95 ( [www.sparinc.com](http://www.sparinc.com) )

### *Manager Seminar Services*

- Directed international marketing merchandising seminars designed to increase corporate exposure and generate new business
- Conducted site visits and evaluations of well renowned hotels and hospitality services to determine appropriate venues
- Forecasted sales and established program budgets
- Worked extensively with suppliers in ordering promotional products and distribution materials
- Coordinated the design, printing and mailing of event and corporate brochures
- Recruited speakers with prestigious credentials from client, trade and academic circles
- Approved press releases for effective media exposure

**COTTAGE DEVELOPMENT COMPANY**, Phoenix and Flagstaff, AZ

### *Assistant to Marketing Director and Controller*

- Hosted promotional events and led open-house tours for sales of mountain homes (at Forest Highlands Golf Club)
- Maintained construction costs per unit for budgeting

## EDUCATION

**UNIVERSITY OF WASHINGTON**, Seattle, WA, 1992 ( [www.washington.edu](http://www.washington.edu) )

### *Bachelor of Arts (BA), Business Administration*

Concentration ~ International business studies: A European perspective

Awards ~ Alpha Lambda Delta, Academic Honor Society

Foreign Program ~ University of Copenhagen, Denmark

**THUNDERBIRD SCHOOL OF GLOBAL MANAGEMENT**, Glendale, AZ, 1996 ( [www.thunderbird.edu](http://www.thunderbird.edu) )

### *Master of Business Administration (MBA) in International Management*

Concentration ~ International marketing management and the Latin American region

Awards ~ Barton Kyle Yount Award Nominee: Outstanding scholarship, accomplishment and character

Foreign Program ~ Kenya, Africa

Events Chairman (2 terms) for large-scale semester graduation receptions, public relations and media

**SCOTTSDALE COLLEGE**, Scottsdale, AZ, 2002 ( [www.scottsdalecc.edu/int/](http://www.scottsdalecc.edu/int/) )

### *Associate of Applied Science (AAS), Interior Design*

Awards ~ Blue Ribbon Award, Interior Design Department; President's List, 4.0 GPA

## CHARITY WORK

Puppy Raiser/Trainer for Power Paws Assistance Dogs, Inc. ([www.azpowerpaws.org](http://www.azpowerpaws.org))

Sponsorship Chair, 2008 Walk 'n Roll Dog Walk & Silent Auction, benefiting Power Paws Assistance Dogs, Inc.