

Donna Marie Serritella

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Objective: Seeking consulting position in a progressive organization which compliments my professional talents.

Professional Experience:

December 1991 – Present

Direct Selling Solutions
President and Founder

Las Vegas, NV

- Consulting company specializes in providing expert services for both new and existing Direct Selling, Multilevel, and Network Marketing organizations. Specialized services offered including startup strategic planning, marketing solutions and legal compliance coordination.
 - FreedomRocks, Las Vegas, NV, VP of Sales and Marketing from October, 2008 – June, 2010. Initially provided consulting services from March - October, 2008. As VP of Sales provided company assessment, overall recommendations and Fast Start Trainings. Established and coordinated the Presidential Advisory Council.
 - STEMTech Health Sciences, San Clemente, CA, Compliance Coordinator from June, 2007 – October, 2008. Established standing operating procedures for the Compliance Department. Wrote correspondence to distributors who did not uphold the company policies and documented each instance for future reference. Managed the compliance department remotely from Florida (Orlando) and completed each deadline successfully.
 - Direct Selling Women’s Alliance (DSWA), National Chapter Director from August, 2003 – August, 2004. Provided training, leadership and conference calls while setting the foundation for the Area Chapter program in the US.
 - Freelance writer, published “The Executive Success System” with Burke Hedges for Direct Access Network.
 - Coauthored the book “Build It Big – 101 Insider Secrets from Top Direct Selling Experts”.
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March 1986 – April 1992

Coastal Jaw Surgery
CEO

Palm Harbor, FL

- Managed three surgical facilities for four oral surgeons with gross revenue of \$2.6 million. Responsibilities included department management of patient services, personnel (staff of 25) marketing, and training. Additional duties included staff/referral recognition, in-house seminars and Grand Opening Events.
 - Supervised budget reviews, accounts receivables and payables.
 - Coordinated construction, financial and architectural reviews for a three year period for a 4600 square foot office facility.
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February 1980 – March 1986

American Red Cross, Upper Pinellas Chapter
Administrator of Health Services

Clearwater, FL

Donna Marie Serritella

- Founded the National Drowning Prevention Coalition uniting community agencies in educating the need for adult supervision and multiple barriers around swimming pools. Chairman of the Board 1985 – 1990.
- Achieved Instructor Trainer/Accreditation for Trainers. Supervised and certified over 500 instructors with certifications in CPR, First Aid, Back Injury Prevention and Water Safety. Responsible for quality control of instructors and equipment, recognition of volunteers and supervised nursing services.
- Provided class coordination and certification for over 10,000 participants in American Red Cross CPR, First Aid, Back Injury Prevention and Water Safety. State of Florida certified for Continuing Education for Red Cross Nurses.
- Presented over 1000 American Red Cross safety speeches to civic clubs, schools and organizations. Served as a United Way campaign fund raiser.
- Mass Feeding Director provided over 250,000 meals due to Hurricane Elena.

Education:

- Direct Selling Association (DSA) Social Media Communication Strategies, December, 2009
- MLM Distributor Rights Association (DRA) October, 2009
- MLM Legal Overview, Ted Lindauer, 30 hours, Orlando, FL July 2000
- Dale Carnegie Management Course, 1989
- Tampa College, Graduated Registered Medical Assistant
- St. Petersburg Junior College, Computer Sciences Certification, 1978

Accreditations & Community Service:

- ITT Technical Institute, Advisory Board Member, 2004-05
- Optimist International, Speaker Coordinator, 1997-1999
- Crime Survivors Center, Volunteer Director of Development 1993-1996
- National Safety Council, Board Member, 1990-93
- National Crime Survivor Center, Volunteer of the Year, 1994
- Board of Nursing, State of Florida Continuing Education Provider, 1985-90
- American Red Cross, Administration Accreditation, 1985
- National Drowning Prevention Coalition, Chairman of the Board, 1985-90
- American Registry of Medical Assistants, Registered Medical Assistant 1979

Media Appearances:

- Various National, State and Local Appearances....
 - ABC “The View,” September 1999, MGM Studios with Star Jones
 - ABC “20/20”, July 1988 and 1989
 - CBS “CBS This Morning”, July 1990
 - CNBC “American Vital Signs”, May 1990
 - “Inside Edition”, July 1990
 - “Florida Law”, five shows 1989 - 1990
 - “Local Look, six shows 1989-1990