

# KATHY HAMDY-SWINK

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## Entrepreneur

*Photographer/Artist/ Writer ~ Marketing/Sales ~ Business Development ~ Financial Analysis*

### **FEATHER•TALES, LLC**

**2002-Present**

#### **Photographer /Writer/Artist, Small Business Owner**

Created a small start up company to provide value priced freelance writing services. Incorporate in 2006, as services shifted to freelance and artistic photography. Productized 'photo-art' which is sold direct and thru a reseller network.

- Developed and launched "Awesome" Note Card ([www.awesomenotecards.com](http://www.awesomenotecards.com)) business in early 2006 as an approach to publish and sell artistic photography. Artwork is sold in upscale retailers, direct, and art shows.
- Artistic Photography selected (Spring 2011) to compete in the American Still Life Exhibition at the Bascom Center in Highlands, NC.
- Artistic Photography selected as Magazine Covers for Georgia Mountain Laurel (July 2009) and North Georgia Mountain Magazine (Summer 2008) both have a combined circulation of 90,000.
- Work closely with wholesale suppliers to ensure product cost savings are passed on to retailers & customers.
- Developed and launched a comprehensive website with an integrated shopping cart: [www.featherTALES.com](http://www.featherTALES.com).
- Published over a dozen magazine & newspaper articles with photography for North Fulton, Cherokee, and Cobb Living Magazines, Johns Creek Herald, Alpharetta Review, Georgia Mountain Laurel, Clayton Tribune, and North Georgia Mountain Magazine.
- Provide freelance business photography services to prestigious Commercial Landscape, Construction, and Real Estate Customers. Proven ability to capture/create the compelling in product shots.
- Personal photography services focus on Vintage wooden boats, pets, floral, events, portraits, and lake scenes.
- Freelance marketing & writing activities: selling story ideas, interviewing subject matter experts, researching articles, meeting deadlines, developing web content, press releases, newspaper articles, and marketing flyers.

### **PINEAPPLE HOMES & PROPERTIES, LLC**

**2004-Present**

#### **General Manager, CFO, Co-Owner**

Created and currently run a small Investment Real-Estate company focused on proving high-quality, value-priced, off-campus student housing. Responsibilities included LLC development; LLC name and logo creation; property selection and contract negotiations; renovation project management, including selection and management of outsource services; target marketing; marketing literature development; photography; web site development: [www.pineapplehomes.com](http://www.pineapplehomes.com); advertising; lease development and property leasing; book keeping/accounting; and property management.

- President of the Condo Owners Association, chair the board of directors, and oversee the management company.
- Retained/increased value of owner's properties over the past 3 years without raising association fees.
- 100% occupancy; 95% of rental income paid in advance and 100% paid timely.
- Created a corporate brand: instant name recognition, prestige, and long-term retention within the target market (i.e. Sponge Bob lives in a Pineapple House)
- Financed, purchased, rehabbed, and leased 3 condos in Athens, GA in 2004 thru private funding.

## High Tech & Product Management Career

**1982 to 2002**

*Solution/Program/Product Management ~ Product/Strategic/Launch Marketing ~ Business & Business Plan Development  
Public/Media Speaking ~ Strategic Alliances ~ Contract Development/Negotiations/IP Licensing ~ Technical Training/Support*

**Twenty-year career highlighted with proven results in innovative creation and marketing of leading edge technology and services. Innovative thinker yet maintains attention to detail, costs, and big picture. Excelled in developing and leading new programs/solutions to create intellectual property and value to the bottom line. Strong leadership and communication skills with proven capabilities of building group consensus and achieving goals.**

**BELLSOUTH CORP.****1994 to 2002****Manager – Marketing, Bellsouth Business Systems****2001-2002**

Represented marketing and participated on a strategic IS/IT task force formed to determine needs and priorities of a new E-channel strategy. Developed and implemented web based primary market research and reviewed secondary research on XML and web based services. Presented results to executives for investment decision-making purposes.

**Manager - Solutions Development/Remote Work, Bellsouth Business Systems****1998-2001**

Lead a fast track team of 25 to bring a BellSouth Branded Teleworking Solution to market four (4) months after securing funding. Leadership responsibilities included developing and managing the marketing communications, launch, sales, implementation, PR, and financial strategies and plans. Pre-launch activities included customer research, acquiring and engaging partnerships, obtaining funding via development of a comprehensive business plan and executive presentations, and developing a sales strategy. Launch activities included analysts and media meetings, creation of marketing materials and web-based sales tools, implementing operational and support requirements, development and execution of sales training and roll-out. Post launch activities included financial reporting, alliance management, sales funnel activity tracking and reporting, delivering customer proposals, participating in customer sales calls, and speaking at industry conferences.

- Prestigious high visibility project at officer level. Responsibilities ranged from acquiring funding thru helping close sales.
- 2000 Marketing Innovation Award and 1999 Marketing Pinnacle Award (Presidents Club Award)
- Created and trademarked three product brands for BellSouth.
- Recognized internationally as an industry expert and trained as a company spokesperson with the media.

**Manager - Business Development/Alliances, Bellsouth Business Systems****1996-1998**

Cultivated and managed alliance relationships and strategic business opportunities that enabled BellSouth to offer complex business customers new products and services. Activities include exploration, evaluation, agreement development/negotiations, and relationship management.

- Special assignments on two new technology & business ventures representing an \$85M investment.
- Received four (4) department head awards.

**Manager - Product Development, Bellsouth Business Systems****1996**

Develop new products through a gated development process. Key activities included concept, competitive, and financial analysis, product plan development, market research, prototype development, and market trial planning.

- Innovation Award Winner -- for inventing an Enhanced Communications Access Restriction Methodology - Patent Issued in 1999 (Dial-up voice/data security service with user authentication support).

**Product Manager and Applications Development Consultant, Bellsouth Cellular Corp.****1994-1996**

Managed product development for short messaging services utilizing digital cellular technology. Served as applications development manager for a personal communicator device, called SIMON. Provided business development, market analysis, recommendations, and strategic relationship consulting expertise.

- Shared product management responsibilities and implemented an end-of-life strategy and was recognized for preventing lawsuits with alliance partners.

**HAYES MICROCOMPUTER PRODUCTS, INC.****1984 to 1994**

- Manager, Third Party Relationships (Business Development and Technology Licensing)
- Product Manager, PCMCIA Modems (OEM product management)
- Strategic, Direct, Telephone Marketing Manager (Developed & launched new revenue lines)
- Manager, Independent Software Hardware Vendor Relations (Developed program with 750 companies participating)
- Training Manager (LAN, Routers, Software, Print Buffers, ISDN, X.25)
- Product Engineer and Technical Support Specialist (Software, Communications Equipment)

**SOLID SOFTWARE, INC.****1983 to 1984**

- Software Programmer & Technical Support (Microcomputer Accounting Software)

**Education**

University of Georgia, Athens, GA: Bachelor of Business Administration - December 1982;  
Major - Management Information Systems, Concentration - Accounting

**Business Awards**

1996 BellSouth Innovation Award; 1997 & 1998 Four Department Head Awards for Product/Solutions Marketing;  
1999 U.S. & Australian Patent Holder; 2001 Canada Patent Holder, 2002 European Patent Holder;  
1999 Pinnacle Club Award; 2000 Marketing Innovation Award

**Community Awards / Involvement**

Current - Volunteer Photographer for Lake Rabun Assoc., Rabun Ramble, & Boggs Mtn. Humane Shelter;  
Current - Volunteer writer for Lake Rabun Association;  
2007, 2009 Rotary Youth Leadership Awards Camp - Volunteer Counselor;  
2007-2008 Volunteer Executive Producer of Art At The Lake - Show and Sale;  
2008 Volunteer Gymnastic Coach (Level 7); 2005 Therapy Dogs of Georgia Volunteer;  
2004-present: Milledge Place Condo Board Member; 2006-2011 Milledge Place Condo Association President;  
1997 - Volunteer of the Year, 2000 to 2006 - YMCA Board Member, Ed Isakson/Alpharetta Family YMCA.