

Siobhan S. Nimedez

siobhan@nimedez.com

PROFESSIONAL EXPERIENCE

BFHL Architects, Inc
Marketing Coordinator

San Francisco, CA
2005 - present

Major Contributions:

- Manages RFP and RFQ process from initiation of proposal opportunity to submission. Develops initial draft of proposal (15-30 pages) according to RFQ specs, routed for internal review by business development and architect teams, implemented edits, produced and submitted to clients often under tight deadlines.
- Develops presentations for team to deliver when invited to interview for contract awards and project meetings.
- Coordinates subcontractor relationships as needed to support proposals.
- Develops marketing collateral to support all phases of sales cycle. Produces brochures, job sheets, firm profile pieces and team resumes to be included in proposal and presentation packets.
- Provides graphic support to project teams, including coloring floor plans and elevations.
- Manages fee proposals and add services requests for project teams.
- Updates marketing project database as needed.

Corlett, Skaer & DeVoto Architects, Inc
Marketing Coordinator

San Francisco, CA
2001 – 2004

Major Contributions:

- Organized RFP/RFQ process from inception of proposal opportunity to implementation.
- Created PowerPoint presentations for team to give during interviews for contract awards.
- Promoted to directly support business development efforts contributing to firm's achievement of winning more than 40% of contracts for which firm was invited to formally present a proposal in a highly specialized and competitive niche at CSDA.
- Administered subcontractor relationships and identified specialists by qualifications specific to contract needs, evaluated each firm/subcontractor and selected on behalf of firm.
- Designed marketing collateral and print advertisements for industry and local publications, including CASH Register, Airport Magazine and Catholic San Francisco. Managed all aspects of design, internal review and delivery for publication on time.
- Coordinated quarterly six-page newsletter delivered to firm's 55 employees. Conceived of topics, gained President's approval, identified employee authors (project architects) and managed content submission process. Delivered draft with all articles and associated images in newsletter layout for approval, then printed and distributed to all staff in SF, LA and Phoenix offices.
- Created historical project data files to enable efficient access to critical data needed in preparation for future proposals. Developed template for gathering/storing data by project to include: client detail, budget, construction estimate, bid results, etc.

TECHNICAL SKILLS

Operating Systems: Windows 95/2000/XP, Mac OS X

Productivity: MS Office (Outlook, Word, PowerPoint, Excel, Project)

Graphics: Adobe (Photoshop, InDesign, Pagemaker), HTML

EDUCATION

Bachelor of Science, Mass Communication
Option in Broadcasting
California State University, Hayward , CA

2003