

# LaBarre Everette

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Online portfolio: [www.onqdesign.myclassicautos.net](http://www.onqdesign.myclassicautos.net)

## OPERATIONS • BUSINESS DEVELOPMENT • GRAPHIC DESIGNER

Operations, Business Development, Graphic Designer professional with a wealth of expertise in the corporate, retail, healthcare, and non-profit arena. Persuasive and goals-oriented professional with boundless energy and the unique ability to solve problems and open otherwise closed minds. Tactful and consultative individual with strong interpersonal skills who utilizes measurable tools to spur growth and who thrives in challenging, enriching, and diverse environments.

**Business Development • Communications • Event Planning • Strategic Planning**

**Sales • Recruitment • Negotiations • Publications • Territorial Development**

**Staff Leadership • Website Design • Program Development • Marketing Collateral Creation**

**Research • Design • Logistics • Media and Public Relations • Presentations**

**• Customer Feedback • Market Research • Metrics • Social Media**

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## PROFESSIONAL EXPERIENCE

### **Generations Home Care, Inc. – Delaware 2016 – Present**

#### **Director of Transportation**

Responsible for the direction and performance of the Transportation network to ensure quality service is provided to 60 plus clients.

#### **Key Accomplishments:**

- Monitor and analyze cost and volume trends to verify that the transportation network is optimized for best performance and cost savings.
- Conduct analyses to determine customer profitability and impact on the transportation network.
- Drive compliance with all Public Carrier & DART regulations.
- Full P&L responsibility for annual transportation budget of over \$500K.
- Develop and manage key performance indicators at the day-to-day level to ensure that transportation cost is in line with planned budget.
- Negotiated competitive rates with the 5317 program and Ryan White program.
- Managed over 16 people and over a fleet of 16 state wide.
- Responsible for recruitment, training, supervision and evaluation of operational staff.
- Maintained safety requirements for vehicle operators (drug testing, CDL and Z Endorsement requirements).

### **Generations Home Care, Inc. – Delaware 2015 – Present**

#### **Director of Business Development**

Successfully led external sales team as well as performed many duties related to overall operations of the company. In addition to the sales duties. Provided leadership to the management team to better align the marketing sales, production and administrative departments to increase efficiency across the board. Took on additional role as Director of Transportation, January 2016 and continue to balance the two roles.

#### **Key Accomplishments:**

- Created new brand awareness, through marketing, sales materials, and sales replication.
- Develop relationships with existing client base at all levels of the hierarchy, establishing brand awareness.
- Developed a brand guide to enhance the proper use of logo, colors, fonts.
- Managed PPC Campaigns, SEO all web pages, Social Media, and wrote all blogs.
- Designed and implemented all marketing materials.
- Developed partnerships with Delaware Hospice, MOT Jean Birch Senior Center, Modern Maturity Center, and 55 Plus Communities.
- Established a “thank you” program to acknowledge clients.
- Launched intern program to develop relationships with nursing facilities, and universities.

**Freelancer – Delaware 1992 – Present**

**Principal and Marketing & Development Consultant; Freelance Graphic Designer**

Manages all strategies and activities for donor cultivation, solicitation of donors through fundraising events, fundraising materials and proposals. Developing marketing and social media methods to achieve fundraising goals. Serves a number of clients with marketing, design, consulting needs, including: website design and maintenance, signage, marketing collateral creation, brochures, and logos.

**Key Accomplishments:**

- To bring awareness of free programs provided by (CSCDE) Cancer Support Community Delaware, two events were revamped: "The Red Ballon Cocktails for a Cause" which raised \$52K in 2018 and "Dickie DiSabatino Golf and Tennis Classic which raised over \$60K in 2018".
- Developed Classic Car Cruise-In, an annual event in it's 8th year to benefit (CCSDE) Cancer Support Community Delaware, raising funds from sponsorships and participants. The event thus far has raised \$50K over nine years.
- Developed the Greenville Auto Show an annual event in it's 9th year, which raises monies from sponsorships and participants for the Hockessin-Greenville Rotary college scholarship fund. The event has raised \$45K since it's inception.
- Developed website for the Hockessin-Greenville Rotary Club.
- Developed website for Therapy Services of Delaware as well as publication materials.

**Senior Helpers – Delaware 2011 – 2012**

**Director of Operations**

Oversee and manage the day-to-day operations and ensure the company is operating in accordance with the goals outlined by the owner. Responsible for targeting specific areas which required monitoring on a daily basis, as well as implementing new directives for growth. Also responsible for setting guidelines for personnel evaluations, recruitment and advancement as well as scheduling.

**Key Accomplishments:**

- Spearheaded company and staff newsletters to educate caregivers, office staff, and clients.
- Hired Community Relations Coordinator to increase sales and build our brand.
- Launched Caregiver Challenge program as an incentive to caregivers to be the best caregiver possible and provide excellent care to the client. The program was based on points and recognition as the top caregiver receiving a cash bonus.
- Boosted client base by 62%, implementing a billboard campaign to brand Senior Helpers as the home care experts in Alzheimer's and Dementia.
- Launched an intern program in order to develop relationships with nursing schools, and universities.

**Simon Eye Associates – Delaware 2005 – 2011**

**Director of Marketing**

Oversees marketing, communications, promotional events, and e-commerce with responsibility for program design, development, launch, and execution. Hosts ongoing health fairs and vision screenings for the public and industrial industries focused on vision health and protection. Networked to develop strategic partnerships through networking events and business groups. Leads all corporate and e-commerce site development for company websites. Acted as property manager for all locations.

**Key Accomplishments:**

- Spearheaded newsletter launches, growing subscription base to 180K homes and 16K email subscribers.
- Launched Ocular Health Quarterly for physicians, optimizing physician knowledge of eye diseases for Optometrist referral purposes.
- Funded several newsletters entirely through a negotiated vendor co-op fund account worth \$165K+.
- Boosted patient base by 75% in 2006 and a further 100% in 2009 through developing and launching a patient referral program and several promotional giveaways.
- Designed and launched Vision Care Plan, garnering 25 employers within the first week post-launch and the Safety Eyeglass Program which was well-received and quickly grew to serve 600+ clients.

**Simon Eye Associates – Delaware 2008, Delaware  
Intern Practice Manager**

Oversees and managed 6 locations, 12 doctors, and 63 staff members for a 6 month period until a new practice manager was hired. Responsible for financial planning, budget management, hiring, ensure compliance with building and equipment leases.

***Key Accomplishments:***

- Renovated 2 locations expanding each office from one doctor to three doctors.

**Cheney Retail Services – New Jersey 2004 – 2005  
Regional Manager**

Successfully managed a region of four states with a staff of district managers, territory coordinators, and field reps with responsibility for territory revenue, logistics and inventory returns, plan-o-grams, merchandising, and returns of cosmetics.

***Key Accomplishments:***

- Promoted 3 staff to management-level leadership of reset teams in grocery/drug chain environments.
- Maintained 30% for returns in cosmetics resets for Acme chains.

**EDUCATION**

Master of Business Administration ~ Marketing (In Pursuit) ~ Temple University, Philadelphia, PA  
Bachelor of Fine Arts ~ Graphic Design ~ University of the Arts, Philadelphia, PA

**PROFESSIONAL DEVELOPMENT**

Certifications: PhotoShop, Quark Xpress, InDesign, DreamWeaver ~ DE University of the Arts, Wilmington, DE

**ASSOCIATIONS**

Aquatic – Website Webmaster  
Cancer Support Community Delaware – Board of Directors Member at Large; Chair of Marketing Committee  
Hockessin-Greenville Rotary Club – Rotarian; Website Webmaster  
SmartDrive Foundation – Board of Directors  
Wilmington University – Marketing Consultant to College of Business

## **LaBarre Everett**

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## **OPERATIONS • BUSINESS DEVELOPMENT • GRAPHIC DESIGNER**

### **References**

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