

**L I N D A L . D A R O**  
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## CAREER SUMMARY

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Goal oriented, solution driven leader and team player. Exceptional organizational skills with ability to take a project from concept to completion in a timely and cost-effective manner. Skilled in sales, planning, management, prioritizing, and negotiating problem resolution. Honest, loyal, and focused on successfully completing any task at hand. Able to quickly adapt to any situation or project to insure a positive outcome.

## EXPERIENCE

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### **LD Enterprise – Project Management**

1999 - present

*President, Custom Project Manager, Events, Public Relations*

- Conceptualized and implemented a wide variety of custom events and projects while developing long-term client relationships
- Supervised and coordinated operational activities to meet projections
- Prepared media programs, presentations, advertising and press releases
- Coordinated design services including layout, copy, photography sessions and final print for corporate identity pieces, custom brochures and specialized high-end mailings
- Prepared and implemented marketing strategies identifying target markets, demographics, competition and obstacles
- Identified and acquired corporate gifts and promotional products
- Acted as project liaison as required to serve stated goals
- Client List: Willow Creek Community Church, Fuji America, Forsythe Family Farms, Indeck, GayTravel.com, Boca Raton Concourse d'Elegance, SVRA/Sportscar Vintage Racing Association, VSCDA/Vintage Sports Car Drivers Association and Vintage Indy Racing Group among others

### **MiRPA (Midwest/Meadowdale Racing Preservation Association)**

2008 - present

*Founder/Chairman/Executive Director – Not-For-Profit*

- Key player in formation of not-for-profit; development of Articles of Incorporation/By-Laws
- Researched, identified and secured corporate sponsorship. Formed relationships of support
- Effectively communicate with celebrity racers, staff and other persons of interest
- Coordinated all aspects of events including supervision of venue, food, beverage, vendors, awards and prizes to maximize enjoyment while minimizing expense
- Created press release packages, and visual aids for all events
- Developed and maintain a database of contact lists, editorial calendars and public information
- Coordinated multiple project teams and ensured tasks, communication and goals were met.
- Overcame substantial obstacles to generate support and cooperation of Local Government Agencies including County, Town and Local Leader

**RPM Foundation**

2018 – 2020

*Administrative Coordinator*

- Planned and coordinated activities and events to enhance student interest in restoration
- Oversight of day-to-day operations and practices
- Assisted with outreach and recruitment
- Planned marketing and development programs
- Involved with strategic planning
- Planned and attended Board meetings

**Community Involvement - Volunteer**

**Village of East Dundee, IL**

2015-2024

- Assist with ideas and strategizing to insure timely and effective preparations, layout and execution of monthly community events

**Cary Area Chamber of Commerce**

2005 - 2009

- Assisted in the coordination and planning of the weekly Cary Cruise Night.
- Planned themes, entertainment, parking, solicitation of sponsors and raffle prizes.
- Insured a safe environment for participants to display their classic cars.