

## SALLY ADERTON

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**OBJECTIVE:** A position in which I can make a difference in people's lives for the better.

**EXPERIENCE:** Recruiting, marketing, sales, management, consulting, creative entrepreneur

**2005-2009** **AMERICAN MARKETING SYSTEMS INC., San Diego, CA**

*San Diego Regional Manager, Realtor DRE License #00939388*

Managed the day-to-day operations of the Pacific Beach real estate office in San Diego, California. Hired agents and interns, directly marketed the products, people and services of AMSI, handled emergency pager, dispatched vendors, negotiated leases, purchased advertising, represented buyers of real property and handled all aspects from viewing property to escrow with due diligence.

**2002-2009** **AMERICAN MARKETING SYSTEMS INC., San Francisco, CA**

*Recruiting and Branding Manager*

Managed an internship program in the San Francisco and San Diego, to serve the real estate offices, and to address the need for experiences of today's youth. Program consisted of interviewing, hiring and recruiting Interns that supported the marketing of all services by branding, designing and distribution promotional materials and systems development. Recruited Agents in both office locations.

ACCOMPLISHMENTS

- Hired over 200 students world-wide to have a quality experience of American business life to launch successful careers at home.
- Streamline J-1 visa sponsorship and intake process for International Students.
- Worked as a team to create AMSI brand via promotional text, tag lines, web design and content, brochures, marketing collateral, advertising, and web marketing tools such as YouTube, Facebook, Blogs, Yelp, Twitter, and other social networking devices.
- Increased volume, visibility and staff in San Diego office.

**1987 - Present** **INTUITIVE ARTS & SCIENCES, San Diego, CA**

*Personal Consultant*

Managed a personal consulting business to a client base of over 2000 people world wide with a focus on the teaching spiritual principles to individuals and communities in order to bring balance, harmony and peace into their lives. Acted as a spiritual coach and focused on helping clients with the following issues: personal life priorities, chronic pain, depression, sexual abuse, couple's counseling, career guidance, marketing, business development spiritual direction, infertility, drug addition, alcoholism, body image, eating disorders, fatal illnesses and more. Primary disciplines consisted of the following topics: teaching

meditation, intuitive development, self esteem, self- empowerment by using various mediums for transformation.

Designed workshops worldwide and lectured to public and private groups on the following subject matter: modern spirituality, human potential and consciousness.

### ACCOMPLISHMENTS

- Guest speaker between the years of 2002/2003 in the following locations: Bern Switzerland, Chicago, Il, San Francisco, CA, *UC Berkeley Extension and Renaissance Entrepreneurial Center*, Oakland *Health In Common Events* and Monterey, CA *ROTA Healing Fair*.
- Researched and developed San Francisco Directions a neighborhood relocation guide for San Francisco in 1996-1997.
- Founded Healers for Peace, a tax exempt nonprofit organization 1991-1993
- Presented seminars at the *2nd World Congress of Healers for Peace* at Waikato University in Hamilton, New Zealand, (Jan - 1990)
- Produced *Midnight Magic*, own radio program on KEST 1450 AM in San Francisco, CA

### **1986-1990**

#### **AMERICAN PROPERTY EXCHANGE, San Francisco, CA**

*Realtor*

Obtained success as a top producer for unique real estate, brokerage by leasing, managing and selling furnished luxury property to corporate clientele, music, theatre, and film personalities, as well as Bay area tourists.

### **EDUCATION:**

Naropa University West, Oakland, CA  
M.A. Creation Spirituality, 2001

Northern Illinois University, DeKalb, IL  
B. S. Anthropology Minor: Sociology, Woman's Studies, 1983

#### **Professional Associations:**

MBREA, SDAR, CAR, NAR-Realtor Associations from local to national  
German American Chamber of Commerce of California, Board Member, 2008  
Unity Church, San Diego, 2007  
San Diego Regional Chamber of Commerce, 2006  
Universal Life Church Minister, 1989

**REFERENCES:** Personal and professional references available upon request