



Cathy Testa

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Broad Brook, CT 06016

SUMMARY

Positive One-Woman Owned Small Business Owner with more than ten years of expertise developing exceptional skills in horticulture, garden design, and growing plants with special focus on Container Gardening and Plant Related Workshops.

SKILLS

- Marketing expertise
- MS Word and Excel spreadsheets
- Website and WordPress writing
- Technologically social media savvy
- Critical thinking, problem solving
- Cultivating soil, fertilizer, materials
- Customer service, Interpersonal skills, Organizational Skills
- Horticulture, gardening knowledge
- Plant Expertise on Care
- Floral care and maintenance
- Crop growing and planting
- Friendly, positive attitude
- Teaching, tutoring, counseling
- Garden public speaking
- Classroom Workshop management
- Campaign social media branding
- Plant design project plans
- Time management installations
- Expertise in plant species

EXPERIENCE

Plant Related Business Owner, Broad Brook, CT

Self Employed Services/ Jan 2009 to Current – Container Crazy CT

- Promoted business on social media platforms to maximize brand identity
- Conferred with customers to understand needs and finalize planting plans.
- Set pricing structures according to market analytics and emerging trends.
- Established favorable relationships with suppliers, sources for plants, and homeowner and business store front customers.
- Researched design topics and studied information pertaining to plants' success to match needs of the client's desires for their outdoor spaces.
- Visited sites and worked with customers to evaluate and propose initial concepts, plans and scheduling.
- Located high-quality supplies and plants for customer installations.
- Maintained garden areas to enhance property appearance and plant health.
- Planted bulbs, bushes, trees and flowers in container gardening scenarios.
- Arranged shrubs and flowers in container gardens to create landscape effects.
- Swapped out plant containers and flowerbeds each spring, summer and fall.
- Created custom wreaths and garlands to prepare for winter holidays.
- Welcomed customers, answered questions and offered to assist in nursery stores.
- Adhered to watering and maintenance, care, and growth of greenhouse plants.
- Organized and held workshops and taught classes, spoke at garden clubs, farmers markets, and other venues.

EDUCATION AND TRAINING

High School Diploma, East Windsor High School, East Windsor, CT; Class of 1982

Associate of Applied Science: Floriculture/Agriculture, University of Connecticut
2005 (Perennial Plant Conferences throughout the years).

Master Gardener Program, Completed 2010, Tolland, CT

WEBSITES, PORTFOLIOS, PROFILES

www.instagram.com/containercrazyct/; containercrazyct.com; workshopsct.com;
containergardensct.com. Also on Facebook under Container Crazy CT.

PRIOR WORK HISTORY

Prior to entering the small business world, employment consisted of twenty years' experience working in insurance industry full time in the following positions: Documentation Technical Analyst, Executive Administration Assistant, Client Manager, and Software Distribution Analyst. Companies were Aetna Life and Casualty, Travelers, The Hartford Life Co, Alstom Power Inc., ADVO.

Attended UCONN to obtain my Associates of Applied Science in Floriculture/Horticulture when left the corporate world. Following acquiring degree, was employed at a Private Landscape Business in Bloomfield and The Garden Barn Nursery in Vernon, CT prior to starting own business focused on horticulture from 2009 to present day.

Small business focused initially on Landscape Designs, and transitioned to Container Garden Design and Installation for 4 season turn outs, growing various plants to sell to customers, creating and selling unique plant gifts, holding plant related workshops, growing vegetable starts, selling at farmers markets, speaking at garden clubs, and creating seasonal decor. Working with plants of all types, such as perennials, annuals, succulents, tropical, vegetables, cacti, shrubs, annuals, etc. Formal business name under Cathy T's Landscape Designs as a sole proprietor with handle known as "Container Crazy CT."

SEEKING:

Part-time position (primarily) during late fall and winter, where the potential for utilizing my strong business and organization skills exists. Open to interactive positions working with people, children, and/or elderly in a service industry.

PRIOR WORK HISTORY DATES: 2001-2003 The Hartford; 2000-2001 CargoTel, 2000 year at Alstrom Power, 1996-1999 ADVO, 1985-1996, Aetna. 1982 – 1985, Combustion Engineering.