

# Lee M. Atwater

85 Miry Brook Rd., Hamilton Square, NJ 08690  
[latwater@optonline.net](mailto:latwater@optonline.net)

Home 609.586.3566  
Cell 609.828.0725

## PROFILE:

A former Cash Management Account (CMA® Account) Marketing Communications Specialist and Statement Quality Assurance Capital Changes Analyst with over twenty-five years experience in the financial services industry. Experience includes a diverse background with proficiencies in communications, including technical, editorial and creative writing and photographic knowledge; statement analysis and design, quality assurance, customer service and consultative services.

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## EXPERIENCE:

**Consultant for MERRILL LYNCH / BANK of AMERICA**                      **September 1998 to December 2011**  
Provide writing, editing and specialized computer skills in performing at-home consultation services for the Merrill Lynch Client Relationship Marketing Group (Banking and Retirement). *Extensive knowledge of the marketing compliance review system (R3) and Products & Solutions Intranet communications.*

**Consultant for SBX, INC., HAMILTON, NJ**                                      **October 1998 to August 2000**  
Provide database management, marketing and research skills in performing at-home consultation services for SBX, Inc.

**MERRILL LYNCH INC., NEW YORK, PRINCETON, SOMERSET, NJ**                      **March 1985 to May 1998**  
*CMA Marketing/Priority Client Service Organization- November 1994 to May 1998*

### **Marketing Specialist/Communications Project Manager**

- Develop, implement and coordinate marketing communications projects in the areas of internal and external brochures and publications as well as internal computer-based communications and external Internet-based communications.
- Participate in the development of strategic plans for product promotion in support of marketing objectives.
- Plan informational material in line with marketing strategies for the sales force, clients and prospects.
- Create and manage a departmental Master Communications Schedule that is utilized by all levels of management to plan and monitor the communication of specific product promotions.
- Conduct monthly Communications Committee meetings with managers and representatives from Priority Client/CMA Marketing, Marketing Services, Publishing, Legal Advisory and Tritech Services to review all communications projects and ensure that committee members are up-to-date with current marketing plans and objectives.
- Manage the monthly selective insertion process for CMA and Priority Client statements. This process provides a strategic communications vehicle for various marketing initiatives directed at more than 2 million accounts.
- Provide an open forum for the communication of issues and suggestions for improvements within the Priority Client Group as Chairman of the Priority Client Advisory Council to Management (ACTM). Schedule and conduct group meetings with ACTM members and management to discuss issues of how to promote and improve teamwork, communication and cooperation within the group.

*Key Client (Priority Client) Service/Statement Quality Assurance Organization -March 1985 to November 1994; 3 positions*

**Capital Changes Specialist**

## **Lee M. Atwater – cont'd**

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- Identified, analyzed and evaluated specialized taxable security transactions and implemented manual and/or automated adjustments to portray accurate tax lot logic. Interpreted processing procedures in accordance with IRS rulings to determine the impact of various transactions.
- Monitored all exception items for more than 175,000 accounts and provided timely and actionable dividend and merger/exchange information to assist Statement Representatives in daily account maintenance responsibilities. Utilized weekly corporate reports to provide up-to-date information to Financial Consultants regarding stock dividends, mergers, tender offers and other security transactions.
- Designed appropriate statement and system modifications to respond to the constantly expanding Key Client database. Analyzed existing reports and procedures to eliminate unnecessary information and present data in a more user-friendly format. Responsible for specialized projects relating to capital changes such as the development of the Key Client Tax Reporting Statement and multi-currency capabilities.

### **Associate Analyst, Statement Control Administration**

- Performed comprehensive interpersonal functions including training new and experienced employees, interviewing prospective employees, evaluating employee performance and maintaining contact with the sales force. Emphasis on developing good relationships and assisting coworkers to help improve employee productivity.
- Researched various special projects including capital change transactions, the impact of statement enhancements, statement re-types and systems modifications. Wrote office memoranda to managers and staff to document findings, make internal corrections or to inform of upcoming changes. Edited, critiqued and taught written communication skills to Statement Representatives and other staff.

### **Supervising Data Control Analyst**

- Supervised team members responsible for the interpretation of various security transactions and their impact on clients' statements.
- Consulted with sales network, marketing, Tax Advisory and operational areas to obtain information concerning account discrepancies and complex taxable events.

### **EDUCATION:**

Bachelor of Science, State University of New York, Albany, NY  
Studied Photography and Art, Ohio University, Athens, OH

### **CERTIFICATION:**

Registered Representative, National Association of Securities Dealers (NASD) and New York Stock Exchange. Successfully completed courses and passed the Series Seven examination (August 1986). Completed and passed the NASD PROCTOR Professional Development continuing education requirement (November 1996).

**Software used:** Windows, Microsoft Word, Excel, Power Point, Paint Shop, Adobe Acrobat, Documentum, Sharepoint

### **INTERESTS:**

- Freelance stock photographer, specializing in nature and fine art. Work has been published in magazines, calendars and brochures as well as featured in local photography shows.
- Tai Chi student and instructor. Over twenty years of practicing and teaching Tai Chi to private students as well as adult continuing education classes, fitness center classes and other regular sessions.
- Athletic pursuits include tennis, physical fitness, biking and skiing.