

# JONELLE MULLEN

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[tudanefarm@aol.com](mailto:tudanefarm@aol.com)

## SUMMARY

- 30+ years of experience training, riding and managing successful barns and lesson programs from beginners through A-show circuit riders.
- Multi-discipline experience – Hunters, jumpers, equitation, hunter breeding, IHSA, US Pony Club-three-day event team, 4-H and foxhunting.
- 3+ years of professional marketing and PR experience with a top NY boutique agency.
- 6+ years experience securing sponsorships and advertising for the Upperville Colt and Horse Show, Warrenton Horse Show and the Virginia Horse Shows Association.
- 35+ year member of USEF (AHSA) and 10 years as VHSA committee member.
- Excellent mentoring, management, teaching and organizational skills.

## EDUCATION

Cornell University, B.S. Applied Economics and Business Management, 1989

## PROFESSIONAL EXPERIENCE

**TUDANE FARM LLC**, Warrenton, VA

2000-present

*Owner, Trainer, Rider.* Owner and manager of \$275,000 gross income riding and training business with facility and staff that offers exceptional care for horses from start to finish.

- Oversee care and training of 24 horses and ponies on site and an additional 10-15 outside customers' horses from green to old campaigners.
- Manage 50-acre, 21-stall facility. Responsible for upkeep of fields, ring, barns and trails. Manage, develop and encourage 4 full-time staff members.
- Provide instruction to 25+ students on the local and national level of show hunters and equitation including VHSA Hunter Seat Equitation on the Flat Reserve Champion, the Washington International Local Hunter Champion, the Zone 3 Adult Hunter Champion, the Zone 3 Children's Hunter Champion and Reserve Champion, the VHSA 3-year-old Champion and the National Horse Show Amateur Owner O/F winner.
- Ride all horses regularly to ensure that training, soundness and fitness are on track with goals and expectations. Show client and farm horses in national and prep divisions, including International Hunter Futurity Champions, winners in the 3 and 4-year-old and Pre-Green divisions, many championships at AA shows, as well as qualifying for indoors in the Second-Year Green Working Division.
- Manage care of 24 horses. Coordinate care with equine vets, blacksmith, chiropractor, acupuncturist, masseuse and other professional contractors to ensure proper care, management and soundness of equine athletes. Keep detailed records of horse care and treatments provided both internally and by outside professionals. Expert in the care and management of older equine athletes, as well as rehabbing injured ones.
- Manage business website ([www.tudane.com](http://www.tudane.com)) and Facebook page. Manage financials with QuickBooks Pro accounting software.

**UPPERVILLE COLT & HORSE SHOW**, Upperville, VA 1994-2000  
*Director of Sponsorship and Advertising.* Solicited \$50,000+ of corporate and private advertising and sponsorship annually.

- Coordinated design, printing and scripting of sponsor packages.
- Conducted sponsorship presentations to prospective clients.
- Assisted sponsors in devising marketing strategies for event.
- Liaised with and entertained sponsors and advertisers during event.

**FREELANCE HORSE TRAINER/RIDER**, Warrenton, VA 1994-2000

- Freelance rider handling breaking and training for Daniel and Louisa Lenehan (Lochlow Farm), Joan Fox Miller (Fox Farm), and Linda Malmgren (Summerfield Farm), and many other area farms and owners.
- Trained horses for show ring and hunt field for Gus Forbush (Old Dominion Hunt MFH)
- Taught lessons to students, showed client horses in professional divisions and assisted in prepping horses and students for the ring for Pam Baker (Hillcrest Farms)
- Worked as prep rider, groom and assistant to Tommy Serio (Summerfield) at AA shows

**INTERBANK CONSULTANTS, INC.**, Washington, DC 1993  
*Sales & Marketing Coordinator.* Responsible for developing, contacting, soliciting and following through with business leads for financial and hospitality consulting services.

- Daily contact with media to promote company and various sponsored events.
- Managed 4,000-person mailing list.
- Wrote speeches for Chief Executive's delivery to industry conference attendees.
- Organized all aspects of corporate events including invitation design and mailing, venue selection, entertainment, menu planning and literature distribution.
- Managed development of new corporate literature package entailing liaison with designer and printer, scripting of all text, conceptual planning and input on overall design and layout.

**TUDANE FARM**, Warrenton, VA 1992-1993  
*Small Business Entrepreneur.* Managed 27-acre, family-owned horse farm specializing in hunt-seat equitation and show hunters and jumpers.

- Promoted and marketed business, coordinated daily activities, oversaw maintenance, maintained business records and liaised with clients.
- Trained horses and riders, and prepared and offered horses for sale.

**LOU HAMMOND & ASSOCIATES**, New York, NY 1989-1992  
*Public Relations Account Executive.* Provided public relations and marketing services to internationally-based clients in the travel and lifestyle industries.

- Contacted clients and media daily, and arranged interviews.
- Researched and scripted press kits, and wrote press releases and distributed to appropriate media
- Sought marketing and promotional tie-ins with upscale partners.
- Organized special events including: research of venues, writing copy for and designing layout of invitations, selecting invitees, planning agenda, coordinating menu and attending function.
- Coordinated press trips to domestic and international destinations (including Russia, the French Riviera, the Caribbean and Southern California), entailing air partner cooperation, itinerary planning, recruiting attendees, escorting and following up.
- Developed and presented public relations and marketing proposals, in conjunction with slide collateral, to prospective clients.
- Managed mailing lists.
- Wrote speeches for client presentation to media and the public.

**CORNELL UNIVERSITY**, Ithaca, NY

Jan. – June 1989

*Computer Applications Teaching Assistant.* Provided hands-on instruction to 30 students per week focusing on software applications, literacy development, introduction to programming, and computer systems.

- Discussed teaching objectives, techniques and subject matter with professor weekly.
- Designed and graded exams and homework questions.

**SHEARSON LEHMAN HUTTON**, Ithaca, NY

Sept. - Dec. 1988

*Marketing Research Intern.*

- Researched various marketing strategies for use by financial consultants.
- Generated list of leads.
- Established new clients through cold calling.
- Wrote thesis on the risks and benefits of municipal bonds.

## **ACHIEVEMENTS**

Mother of 2

USPC (Pony Club) C3 Level

Cornell Equestrian Team- Secretary

National Champion IHSA Alumni

Cornell Women's Basketball – Varsity Letter

Dean's List Cornell University

USET Medal, AHSA Medal and ASPCA

Maclay Finalist (1983-1985)

Manorville Horse Lovers (4H Member)

International Hunter Futurity

3-yr old Champion

Washington International Horse Show

2<sup>nd</sup> Yr Green Qualifier

Pennsylvania National Horse Show

2<sup>nd</sup> Yr Green Qualifier

Hunted with Old Dominion, Warrenton,

Orange County and Smithtown

Hunts

## **AFFILIATIONS**

Warrenton Horse Show Association

Member of Board of Directors, Sponsorship Committee and Show Committee

Virginia Horse Shows Association Committee Member

Hunter Committee, Equitation Committee, Special Events Committee

USEF, USHJA, VHSA

USHJA Trainer Certification Clinic auditor