

MARKETING/FINANCE RESUME

9 Howls Road
Woodbury, NY 11568

(516) 888-0808
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SUMMARY: Dual Master Degrees with emphasis in Marketing, Research, and Quantitative/Competitive analysis. Skilled in project management and conducting marketing studies. Seeking strategic marketing, market research or corporate marketing position.

EDUCATION: **HOFSTRA UNIVERSITY, FRANK G. ZARB SCHOOL OF BUSINESS, Hempstead, NY**
•**Master of Science in Marketing***, May 2004, GPA 3.6
*30 credit intensive curriculum

HOFSTRA UNIVERSITY, FRANK G. ZARB SCHOOL OF BUSINESS, Hempstead, NY
•**Master of Business Administration in Finance**, May 2000, GPA 3.5

UNIVERSITY AT ALBANY, THE STATE UNIVERSITY OF NEW YORK, Albany, NY
•**Bachelor of Arts in Economics** May 1994
Minor: Business Administration

MARKETING PROJECT: •Marketing Study for **1-800-Flowers.com**. Team project focusing on acquiring new customers and retaining existing ones. Researched floral and gift industry as well as key competitors. Created and developed new marketing strategies. Presented project findings to 1-800-Flowers CEO and other company executives.

ACHIEVEMENTS: •Elected Co-Director for student based Hofstra Business Consulting Group
•Member of Golden Key National Honor Society
•Qualified for Hofstra University's Deans List of Distinguished Students
•Served on M.B.A. Career Center Student Advisory Board

PROFESSIONAL EXPERIENCE: **DIABETES RESEARCH INSTITUTE FOUNDATION, Greenvale, NY** (October 2004-Present)
Project Coordinator (Internship)
•Created database of all elementary, middle, and high schools on Long Island
•Contacted schools to recruit students for fundraising activities for DRIF
•Assisted students with logistical and other problems in coordination of events
•Assisted special project managers in preparing for fundraising and awareness events

TRUE INSIGHT MARKETING, Huntington, NY (July 2003-October 2003)
Marketing Assistant
•Developed competitive intelligence report for new case management software
•Researched and analyzed current providers and cost structure
•Determined strengths and weaknesses of competitors products

HOFSTRA BUSINESS CONSULTING GROUP, Hempstead, NY (September 1999-May 2001)
Consultant/Co-Director
•Perform consulting services for local businesses
•Developed a business plan for a new Online Brokerage
•Created business plans for Computer Software and Airplane Parts Manufacturing firms
•Serve as project leader and coordinate team planning for new projects

CHASE MANHATTAN BANK, Little Neck, NY (June 1994-August 1999)
Customer Representative
•Assisted with preparation for annual audit, monitored sales of teller staff, and promoted sale of investment and bank products.
Designated Branch Expert (August 1996)
•Trained teller staff with new transaction procedures and bank policies that went into effect after the merger of Chase and Chemical Bank.
Conversion Coach (September 1995)
•Selected as "Project Connect" conversion coach to train personnel in Chase's Bridgeport branch with the computer system, policies, procedures, and daily operations used in New York branches.

SKILLS:

Language: Mahrati (Indian Dialect)

Computer: MS Word, Excel, PowerPoint and SPSS