

MARKETING RESUME

1234 DELAWARE COURT – HEMPSTEAD, NEW YORK - 11555

HOME: (516) 213-1234 CELL: (516) 654-1234 E-MAIL: email@yahoo.com

PROFESSIONAL PROFILE:

M.B.A. in Marketing with four years of corporate experience in account management. Extensive experience supporting and managing clients as well as marketing, product management, data management, operations, and online research experience. Seeking a position in marketing, product or account management.

RELATED WORK EXPERIENCE:

The NPD Group, Inc.

Port Washington, New York

Client Development – Account Associate

July 2001 - Present

- Responsible for revenue targets of over \$800,000 and assist with budget planning and forecasting.
- Support and develop client relationships; help maintain positive business relationships.
- Manage day-to-day product related issues with regard to online requests as well as operations.
- Assist in solving client issues through information analysis.
- Create agenda and administer NPD software training's for clients either in person or using WebEx.
- Develop PowerPoint presentations containing complete market coverage and industry insights tailored to clients.
- Assist with strategic planning with regard to specific accounts and lines of business.
- Support Product Management team in data quality efforts.
- Develop new product category features and coding.
- Assist with marketing campaign and consumer survey updates.
- Coordinated the launch of the Home Improvement Tracking Service.
- Helped to create and design client research databases and reports.
- Act as liaison in corporate efforts to standardize software and support.

Hofstra University - Office of Residential Life

Hempstead, New York

Assistant Director/Resident Assistant

January 1999 - May 2001

- Assisted in hiring, training and supervising a staff of 11 resident assistants; motivated and supervised a residence hall of over 300 residents.
- Assisted the building Hall Council in planning fundraising and social functions.
- Created all promotional marketing materials.
- Planned and executed effective wellness programs for the student body.
- Managed student and parent issues; able to develop positive relationships in a diverse environment.

Toymax, Inc.

Plainview, New York

Marketing Assistant/Intern

March 2000 - September 2000

- Formatted and developed competitive research database to increase efficiency.
- Compiled competitive research via catalog, phone, on-site visits, and the Internet.
- Helped to compile data and create presentations for senior marketing staff meetings.

MARKETING PROJECTS:

- Developed comprehensive marketing plan for 1-800-Flower's including SWOT analysis, marketing strategies and schematic plan for implementation based on financial as well as strategic goals.
- Created survey and conducted primary research to develop a pricing plan for a new cellular phone company.

ADVANCED TRAINING:

- "Presentation Skills": Rogen Inc.
- "Powerful Business Writing": Clear Communications, Inc.
- "Effectively Managing your Client": MSB
- "Understanding Change": AMA
- "Building Client Relationships": Rogen, Inc.
- "Write On Target": WD Communications
- "Time Management": AMA
- "Selling at NPD": Legend Development

EDUCATION:

Frank G. Zarb School of Business, Hofstra University

Hempstead, New York

- M.B.A. in Marketing, G.P.A. 3.9, August 2005
- B.B.A. in Marketing, G.P.A. 3.8, May 2001

COMPUTER SKILLS:

- *Proficient:* Windows NT, Microsoft Office (Excel, Word, PowerPoint, Access), NPD Specific Programs (Flexys, Powerview, Preview, Client Database, Setup Factory, Solution Folders), WebEx, Remedy, Desktop Publisher, Salesforce.com and all Internet Servers.