

Marketing Resume

345 Tree Ave North • Smithtown, New York 11223 • (631) 987-6543 • email@hotmail.com

PROFILE:

M.B.A. in Marketing possessing developed skills in market analysis, promotions, project management, market research, and statistical analysis. Seeking a position in the field of marketing.

EDUCATION:

Frank G. Zarb School of Business, Hofstra University - Hempstead, New York 12/04
Master of Business Administration in Marketing, GPA: 3.58
Warrington School of Business, University of Florida - Gainesville, Florida 12/00
Bachelor of Science in Finance

MARKETING PROJECTS:

- On-site assessment of *1-800-FLOWERS.COM* to devise marketing plan addressing key issues facing the company: building customer loyalty, increasing purchase frequency, increasing amount of spending per purchase and developing additional revenue opportunities through product line expansion and strategic alliances.
- Researched financial reports and analyzed trends for *Computer Associates* over a ten-year period. Identified marketing solutions to counter significant downturn in revenue, emphasizing more user-friendly products and shifting concentration to client services to form lasting relationships.

PROFESSIONAL EXPERIENCE:

Hofstra University, Graduate Business Career Services – Hempstead, New York 1/03-Present
Graduate Assistant

- Work closely with the Director on marketing of Hofstra's Career Center and its services.
- Represent Career Center at alumni events and programs.
- Manage projects and use statistical analysis to produce Business School statistics and published rankings in *Business Week, Wall Street Journal, U.S. News & World Report* and *Princeton Review*.
- Manage Hofstra's Alumni Career Network, which connects graduate business students with alumni for informational purposes and career advice.
- Design, create and maintain various databases using Microsoft Excel and Microsoft Access.

1-800-FLOWERS.COM – Westbury, New York 6/04-8/04
Direct Marketing Intern

- Designed and deployed customer surveys for all divisions within the company's marketing department including Business Development, Merchandising and Interactive Marketing using WebSurveyor software.
- Analyzed responses to customer surveys using Microsoft Excel and Microsoft PowerPoint in order to give insight and recommendations to various marketing divisions based on customer knowledge.
- Brought Direct Marketing department up to date on six months of reporting on "How Our Advertising Vehicles Are Working For Us."

J.&W. Seligman & Co. Incorporated - New York, New York 4/01-11/02
Operations Analyst

- Researched and monitored suspicious trading activity inconsistent with mutual fund trading laws.
- Interacted and formed contacts with investment banks and broker/dealers daily.
- Prepared weekly client trading activity reports and statistical departmental volume reports.
- Created and maintained dealer and client databases.

LEADERSHIP EXPERIENCE:

Hofstra Graduate Business Chapter of Toastmasters International 10/03-Present
President

- Manage meetings and mentoring of graduate business students/alumni in area of public speaking and speech development.
- Coordinate club events and manage the certification process of all members.
- Continuously develop public speaking skills through leadership of organization and prepared speeches.

Hofstra Graduate Business Chapter of the American Marketing Association 4/04-Present
President

- Co-sponsor executive speaker series and corporate visits.
- Develop alumni outreach programs and assist with relationship building.
- In charge of new member recruitment.

Hofstra Student Advisory Board - Member 10/03-Present

Phi Sigma Kappa Fraternity - Treasurer, Annual Formal Chairman 1/96-12/00

University of Florida Student Investment Club - Member 1/99-12/00

COMPUTER SKILLS:

Proficient in Microsoft Word, Excel, Access, PowerPoint and WebSurveyor marketing software.