

Experienced Marketing Resume

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PROFILE

M.B.A. in Marketing Candidate, with seven years of demonstrated experience in setting successful business strategy with a proven ability to enhance profits; hard working, has proven experience in customer service, management and leadership that is committed to results. Seeking a position in the field of marketing.

EDUCATION

Frank G. Zarb School of Business, Hofstra University (AACSB accredited)
M.B.A. in Marketing

Hempstead, NY
December 2012

Florida Atlantic University (AACSB accredited)
Bachelor of Business Administration in Marketing
Cum Laude, GPA 3.68

Boca Raton, FL
August 2009

PROFESSIONAL EXPERIENCE

BANNER CAR CARE & TIRE CENTER

Consultant

Pompano Beach, FL
11/08 – 12/10

- Advised on business strategy of differentiation which promoted business growth
- Recommended the retail location to create maximum customer interaction
- Consulted on signage and advertising materials to create the most exposure for the company
- Designed the website through an online template, and managed the company's online presence
- Guided business operations which increased company efficiency by reducing operating expenses
- Steered marketing strategies to increase revenue during seasonal low demand periods which lead to major increases in revenue

THE CITYLINE GROUP

Co-owner & Chief Operating Officer

Boca Raton, FL
12/07 – 12/10

- Blueprinted the strategy to launch a new product to reach the target market
- Developed the price point for a new product to be within range of the competition, while allowing for maximum profit for the company
- Managed the finances of the company to support the company's objectives
- Oversaw the design of product labels to generate customer awareness of the product while on store shelves
- Created the company website through an online template to generate interest in the company
- Designed a product website through an online template to create maximum product exposure

ELI JERIC CORPORATION

Manager

Pompano Beach, FL
8/05 – 12/06
Huntington Station, NY
1/02 – 2/05

- Responsible for daily operations (\$1.2 million dollar corporation in the Florida location and \$550,000 dollar corporation in the New York location)
- Managed work production and daily operation (six employees in the Florida location and three employees in the New York location)
- Responsible for pricing and selling work orders to customers to contribute to increases in revenue
- Managed accounts payable and receivable for corporation to ensure a steady inflow and outflow of capital
- Managed inventory levels and negotiated with suppliers for appropriate pricing to allow for profit maximization
- Oversaw signage and marketing materials throughout the locations to create maximum exposure for product offerings
- Advised on advertising materials, such as weekly newspaper advertisements to increase revenue
- Designed a customer loyalty program, which kept customer retention high, improved profits and attracted new customers

PROJECTS

Starbucks: Team Lead for a consulting project at FAU. Analyzed current retail position and reposition Starbucks for future growth. Recommendations included designs of stores, new ways to serve existing customers and new ways to attract new customers.

Scope Mouthwash: Team lead on case analysis at FAU. Analyzed the Canadian mouthwash market, past performance of Scope, and options available to Scope for repositioning and product expansion. Recommended a marketing strategy for product positioning, and brand extensions.

Republic Services: Team project at FAU. Analyzed the Strengths, Weaknesses, Opportunities and Threats to Republic. Recommended how to leverage their strengths to create a competitive advantage for long-term growth.

Market Research Project: Team lead for a marketing research project at FAU, to evaluate tourism in the West Palm Beach area. Designed a questionnaire to determine the reason for visiting West Palm Beach over other South Florida tourist areas, and the type of tourist that were visiting. Offered recommendations based on the questionnaire to help the city of West Palm Beach increase its tourism level.