

MARY MARKETER

10 Ben Franklin Drive • Philadelphia, PA 19104 • (215) 555-9691 • Mary.marketer@gmail.com

EDUCATION

La Salle University, Philadelphia, PA

Master of Business Administration

- Specialization: **Marketing**
- GPA: **3.9/4.0**

Expected May 20XX

Gwynedd-Mercy University, Gwynedd Valley, PA

Bachelor of Science

- Major: **Marketing**
- Minor: **Computer Information Science**
- GPA: **3.6/4.0**

May 20XX

BUSINESS and MARKETING EXPERIENCE

Sungard Availability Services, Wayne, PA

Product Manager

August 20XX – Present

- Develop the strategic direction of Sungard’s premier IT products based on market trends; Lead the implementation, resulting in a 10% increase in sales within three months
- Assess market competition by comparing agency products to competitors’ products which resulted in a significant upgrade to our premier product line
- Provide information for management by preparing short-term and long-term product sales forecasts and other monthly goals
- Complete operational requirements by scheduling and assigning employees; follow up on work results
- Guide product management staff by recruiting, selecting, orienting, and training employees

Seer Interactive, Philadelphia, PA

Marketing Assistant

September 20XX – June 20XX

- Developed and organized promotional events such as; customer referral incentive programs, & customer appreciation events
- Aided the development of a new marketing campaign for the organization which led to a 15% increase in use of company services over six months
- Supplied current marketing trends information by researching, analyzing, and summarizing data
- Collaborated with team members on the preparation of company presentations and external agency visits
- Prepared mailers and brochures by formatting content and graphics
- Maintained the marketing catalog by assuring that all inventory was prepared and stocked

Vantage Labs LLC., Langhorne, PA

Sales Representative

January 20XX – July 20XX

- Sold products to prospective clients from an active lead pool within assigned territory, and maintained assigned sales quota
 - Reported to the director of sales by submitting activity and results reports
 - Achieved high quotas consistently; ranked in top 5% of all sales representatives for the Langhorne location
 - Identified prospective clients utilizing creative lead generating techniques; developed client relationships
 - Conducted sales presentations and proposals; followed up with prospects and prepared final contract for signature
 - Ensured customer satisfaction after the completion of sales and service; generated referrals
 - Trained other sales representatives on specific sales techniques to increase their sales quotas
-

LEADERSHIP and ACTIVITIES

Philadelphia Interactive Marketing Association, *Junior Vice President*

July 20XX – Present

- Carrying out the strategic plan by overseeing operations and assigning responsibilities to employees
- Contributing to the growth and development of the staff and the firm as an overall

American Marketing Association, *Philadelphia Chapter Member*

October 20XX – Present

SKILLS

Fluent in English, Spanish and French

Proficient in MS Office, Assembler language, Cobol Microfocus and Qbasic