

## **YOUR NAME**

(503) 244-2222 jdoe@willamette.edu

### **QUALIFICATIONS SUMMARY**

- MBA Marketing Candidate with three years of experience managing cross-functional teams
- Google Ad words certified, experienced with Facebook fans growth and blogs
- Knowledgeable of customer metrics, client retention trends with a proven ability to drive results

### **EDUCATION**

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#### **WILLAMETTE UNIVERSITY, Atkinson Graduate School of Management, Salem , OR** **Master of Business Administration Candidate, May 2008**

- Willamette MBA Scholar – recipient of merit-based scholarship
- Oregon Ethics in Business Project (OEIB) – interviewed and researched nominees and made recommendations to EIB award committee

#### **UNDERGRADUATE UNIVERSITY, City, ST** **Undergraduate Degree, Major, YEAR**

- Dean's List, Phi Alpha Theta - National History Honor Society, Madison House Tutor
- United States Senate, Intern for Senator John Smith (WA)
- Spring semester 2000 at Institute for American Universities in Aix-en-Provence, France

### **EXPERIENCE**

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#### **XYZ COMPANY, City, ST**

##### ***Title of position, internship or project, YEAR – YEAR***

*Responsible for monitoring customer metrics, contract status, accounts receivable, and personnel availability*

- Analyzed customer base demographics, client retention trends, and profitability by service type to identify key target markets and sales strategies, resulting in improved sales margins and closure rates by 10%.
- Identified breakdowns in organizational communication and processes through managing inter-division focus groups. Recommended and implemented changes expediting internal workflows by 1 week.
- Managed Reconciled records with official accounting reports to highlight invoicing and revenue variances. Resulted in \$200,000+ of annual savings and improved client relationships.

#### **ABC COMPANY, City, ST**

##### ***Title of position, internship or project, YEAR – YEAR***

*Responsible for upgrading use of technology and marketing communications*

- Analyzed company strategy and image branding to aid in the creation of firm's web site.
- Increased distribution of promotional materials by 400% by targeted marketing campaigns and sales calls to high-yield consumers resulting in increase of sales revenues by 200%.
- Redesigned and upgraded company's internal database systems resulting in improved organizational communication, saving approximately 10 man-hours per week.

### **LEADERSHIP & ACCOMPLISHMENTS**

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#### **STUDENT LEADERSHIP, ATKINSON GRADUATE SCHOOL OF MANAGEMENT**

- Executive Vice-President, American Marketing Association, AGSM Chapter
- Second-Year Class Representative, Atkinson Student Association
- Atkinson Student Affairs Committee member

#### **FRATERNITY LEADERSHIP**

- Kappa Sigma Fraternity, Salem and Portland, Oregon
- Advisor for growing 20-member chapter at Willamette University
- TiPS Trainer ([www.gettips.com](http://www.gettips.com)) – trained 50 undergrads to intervene when alcohol is a problem

#### **ATKINSON STUDENT ORGANIZATION**

- Created and developed idea for new student organization – approved and implemented within one year