

# JOHN SMITH

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Ambitious and driven Marketing graduate seeking to apply range of experience including social media, sales acumen, client acquisition, community relations, and promotion, to a challenging Marketing or Sales position.

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## EDUCATION

*Nipissing University, Bachelor of Commerce in Marketing (Honors Student) – 2011*

*Sheridan College – Awarded 3 year Diploma in Business Administration in Marketing with High Honors (3.9/4 GPA)*

*Student representative for Sheridan's Board of Governors Alumni mentor and advisor to Sheridan business students*

*Recipient of Corporate Express Award of outstanding GPA and leadership skills.*

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## CORE SKILLS

- ♦ Social Media Usage ♦ Survey Development and Analysis ♦ Client Relations ♦ Communication and Presentation ♦
- ♦ Market Research ♦ Advertising ♦ Sales ♦ Brand Development /Awareness ♦ Leadership ♦ Training ♦

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## WORK EXPERIENCE

### **Alchemy Group of Companies**

**Summer 2010**

#### Marketing Intern/Interim Office Manager

- Developed innovative social media marketing campaigns to effectively target high-worth clientele.
- Interacted with key B2B executives through cold-calling, and presentations, utilising industry-critical market research tools and competitor data to establish new territories and markets.
- Excelled in customer relations, achieving impressive ability to resolve issues due to strong product knowledge.
- Interacted with senior company executives in creating and implementing cross and upsell opportunities.
- Increased order efficiency through development of enhanced operations processes, and contact with vendors.
- Assumed Interim Office Manager position, excelling at past-due collections, global shipping and staffing issues.

### **Corbett's Ski and Snowboard**

**2006 – Present**

#### Retail Sales Professional (part-time)

- Executed floor changes and rotated merchandise in order to provide enhanced visual presentation.
- Managed retail issues regarding merchandising, new item placement and customer issues.
- Trained retail staff to exceed customer expectations as well as store revenue goals.
- Demonstrated confidence and focus during periods of high volume or unexpected events to keep store operating to standard and to set a positive example for the store team.
- Maximized sales and profits by using sound business practices to implement the store strategy, while setting a standard for outstanding customer satisfaction.

### **Action Sports Outlets Online Store (a subsidiary of Corbett's Ski and Snowboard)**

**Summer 2008 - 2009**

#### Head of Sales/Assistant Operations Manager

- Led operations management including invoicing, customer service, and shipping and receiving.
- Achieved over \$200k in sales during summer of 2009 through consultative selling and Website enhancements.
- Tracked company activities and ensured company sales and marketing objectives were attained.
- Achieved maximum phone and Internet sales results by hiring, training and leading a motivated team.

### **College Pro Painters – Project Manager and Painter**

### **Snug Harbor Restaurant – Bar Assistant and Server**

### **Second Cup Coffee – Certified Coffee Expert and Trainer**