

ROBERT SMITH

Associate Co-Founder

Phone: (0123)-456-789 | Email: info@qwikresume.com | Website: Qwikresume.com

SUMMARY

Highly motivated, goal-oriented, versatile professional with proven success in product management and marketing initiatives. Possesses strong technical writing, verbal communication, organizational, and multi-tasking capabilities. Skilled in building strong and lasting professional relationships with customers and vendors alike.

CORE COMPETENCIES

Social Communication Retail Management Marketing Promotion .

PROFESSIONAL EXPERIENCE

Associate Co-Founder

ABC Corporation - June 2009 – December 2014

Key Deliverables:

- Developed by researching baby product trends, newborn markets and identifying product gaps.
- Designed product packaging to work effectively in online and brick-and-mortar stores.
- Managed business start-up responsibilities including business registration, website design, and insurance coverage.
- Created and wrote marketing materials for website, press kits, ads, rack cards, and buyers kits.
- Executed sales presentations at baby shows, vendor fairs and store fronts to educate both customers and retail business owners alike on the product benefits.
- Attended local and national tradeshow to raise product awareness.
- Provided outstanding retail and wholesale customer service.

Co-Founder

Delta Corporation - 2006 – 2009

Key Deliverables:

- Produced & promoted "Rehab with Pop Unknown" benefiting Blue Dog Rescue Contracted by a 2nd street district restaurant & bar for marketing & .
- Handled procurement of products and purchasing.
- Leveraged network to find a developer, lawyers, and suppliers.
- Created and executed marketing plan that led to \$3000 in sales in the first two weeks after launch.
- Tracked and reported \$4500 of expenses to accounting.
- Provided consulting service on outsourcing marketing products for U.S.

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- Corporations Developed the "no-middleman" business model to directly connect American companies with Chinese manufactures, and managed the .

EDUCATION

M.S. in Biotechnology - (Johns Hopkins University)

