

ROBERT SMITH

Business Development Intern II

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Business Development Intern position within an organization that can fully utilize my skills to achieve their business needs and objectives.

EXPERIENCE

Business Development Intern II

ABC Corporation - OCTOBER 2013 - AUGUST 2014

- Inspect layouts and advertising copy and edit scripts, audio and video clips, and other promotional material for adherence to specifications.
- Plan and prepare advertising and promotional material to increase sales of products or services, working with customers, company officials, and sales departments and advertising agencies.
- Gather and organize information to plan advertising campaigns.
- Confer with clients to provide marketing or technical advice.
- Confer with department heads or staff to discuss topics such as contracts, selection of advertising media, or product to be advertised.
- Improving search engine visibility of the website using keywords and tags.
- Write Press releases, write blog posts and manage a website.

Business Development Intern

ABC Corporation - 2008 - 2013

- Responsible for creating social media strategy for the marketing of the Freshpairs sponsorship of the Aquaphor Triathlon.
- Organized and centralized pertinent registry data for Freshpair President.
- Analyzed data via Pivotlink (a consumer behavior based analytics tool) to identify customer segments for focus groups.
- Conducted in depth mobile research and competitive analysis on 5+ companies then presented findings to executive managers.
- Created time tracking system for Web Production Manager to distribute to the designers in order to analyze team productivity and process efficiency.
- Sat with Web Production Manager and develop team reviewing site maintenance and all back end functions.
- Partnered with Web Production Manager to efficiently plan and execute Freshpairs holiday marketing photo shoot..

EDUCATION

- Associate in Science in Computer Information Systems - 2016(Volunteer

SKILLS

Microsoft Office, SPSS, Statistical Analysis, Presentation.