

ROBERT SMITH

Business Development Intern III

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SUMMARY

To take a challenging role in business operations as a marketing professional and give an effective solution that will help the organization to achieve the best results in business operations and ultimately increase its productivity in market.

SKILLS

Adobe Illustrator, Adobe Photoshop, Adobe Indesign, Adobe Indesign, Microsoft Office, Spss.

WORK EXPERIENCE

Business Development Intern III

ABC Corporation - May 2012 – July 2012

- Creating and designing collaterals and banners for monthly promotions of Spa, Food and Beverage department.
- Promoting food and beverage offers and deals on lifestyle magazines and daily newspapers.
- Maintaining constant contact with the marketing team based in Singapore for getting the approval of promotions.
- Contacting magazines and newspapers on a daily basis to advertise and write reviews for hotel restaurants.
- Invite journalists for food tasting and other food promotions.
- Assist in a marketing project to promote the Spa of the hotel.
- Conducted marketing initiatives in order to increase college student awareness of the startup, through promotional efforts and creating and managing the startups social media accounts.

Business Development Intern

ABC Corporation - 2008 – 2012

- Conducted market research, patent assessments and financial analysis on several startup ventures.
- Revised a full business plan for client company.
- Participated in the 2005 Business Accelerator Initiative Workshop at the Indiana Venture Center.
- Other Six Sigma green belt certification, 2007.
- Board of Trustees Chairman for the non-profit Alpha Tau Omega fraternity at Rose-Hulman Institute of Technology, 2011-present.
- 4-year letter winner and team captain in Mens NCAA Div.
- III Varsity Golf at Rose-Hulman Institute of Technology, [] Member of Maryland Community Church in Terre Haute, IN..

SCHOLASTICS

- MBA - (State University Of New York - New Paltz, NY)