

# Liam Pierobon

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## EDUCATION

### **Bachelors of Science: Marketing**

**Aug 2020-Dec 2022**

Northern Michigan University, Marquette, MI

Major GPA: 3.95; Cumulative GPA: 3.61, Dean's List: 3 Semesters

Relevant Coursework: *Marketing Strategy, Quantitative Analysis, Digital Marketing, Advertising, Entrepreneurship*

National Society of Collegiate Scholars

South Superior Climbing Club Member

## CASE STUDIES

### **Red Bull**

- Researched global and domestic energy drink markets to gather revenue, sales, and market share data to create recommendations surrounding the launch of new Red Bull products
- Recommended Red Bull continue marketing their ORGANICS brand while avoiding pursuing alcoholic lines due to regulatory constraints and brand cannibalization

### **Personal Care Products, Inc.**

- Examined multiple approaches to shaving cream product packaging with regard to size and type, utilized focus group feedback and existing forecasting data in tandem to develop packaging recommendations
- Developed strategies to increase sales of a mature brand including brand differentiation via quality, innovation of products, competitive pricing, and investment in customer service

### **DryBest Corporation**

- Created a distribution strategy for a diaper company based on changing distribution channels; focused on pull strategies rather than push strategies
- Utilized a SWOT analysis, marketing mix, break-even analysis, and market penetration estimates to develop and support the proposed distribution strategy

## WORK EXPERIENCE

### **Grocery Delivery**

**Nov 2020-Present**

Shipt, Marquette, MI

- Shop and deliver grocery items per customer orders
- Communicate across the delivery process to provide product substitutions for out-of-stock items, arrange delivery times, and follow up after delivery

### **Branch Manager**

**Feb 2020-June 2020**

Young Entrepreneurs Across America, Rochester Hills, MI

- Started and managed a residential exterior painting franchise by utilizing print advertising and door-to-door sales to engage new customers
- Built a social media presence on Facebook and Snapchat to drive additional sales and to market to new employees
- Hired 8 employees and trained them on painting prep, painting, and equipment safety; coached out employees who were unable to meet quality standards
- Sold \$55,000 in revenue and produced \$18,000 in revenue
- Managed relationships with 25+ clients by providing free consultations and estimates, timely communications leading up to the project, and sending thank you notes after the job